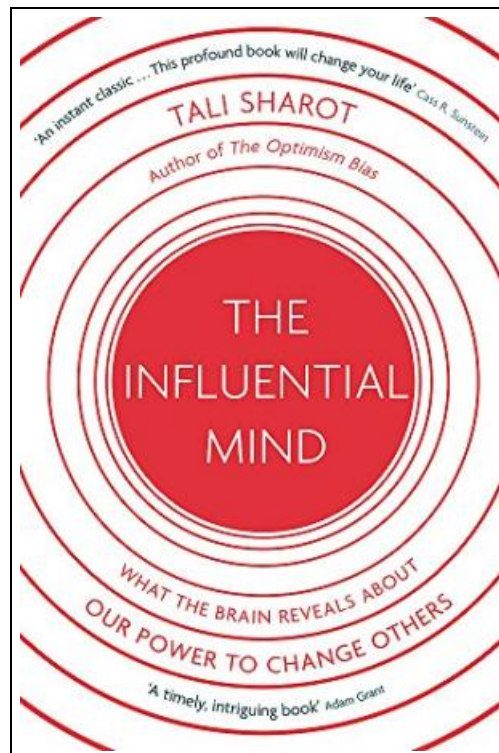


The Influential Mind : What the Brain Reveals About Our Power to Change Others



Filesize: 6.65 MB

Reviews

This is actually the very best book i actually have read till now. This is for all those who statte that there was not a worth studying. Its been written in an remarkably straightforward way which is merely following i finished reading this publication by which in fact altered me, modify the way i believe.

(Mr. Jeramy Leuschke IV)

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Brown Book Group Little Aug 2017, 2017. Taschenbuch. Condition: Neu. Neuware - Selected as a best book of 2017 by Forbes, The Times, Huffington Post, Bloomberg, Greater Good Magazine, Stanford Business School and more. A cutting-edge, research-based inquiry into how we influence those around us, and how understanding the brain can help us change minds for the better. Part of our daily job as humans is to influence others; we teach our children, guide our patients, advise our clients, help our friends and inform our online followers. We do this because we each have unique experiences and knowledge that others may not. But how good are we at this role It turns out we systematically fall back on suboptimal habits when trying to change other's beliefs and behaviors. Many of these instincts-from trying to scare people into action, to insisting the other is wrong or attempting to exert control-are ineffective, because they are incompatible with how the mind operates. The principle idea of this book is that an attempt to change will be successful if it is well-matched with the core elements that govern how our brain works. Sharot unveils the hidden power of influence, good and bad, and enables us to identify instances in which we fall prey to delusions. The book will search deep below the surface-relying on the latest research in neuroscience and psychology-to provide new insight into human behavior. 256 pp. Englisch.



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