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## True Influence (Paperback)

By Tim David

Tim David, 2017. Paperback. Condition: New. Angie Proebook (illustrator). Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Times have changed and it's harder than ever to build influence. The world is getting better at ignoring you and your message is being smothered by all the noise. That's why influence is no longer about convincing people, but rather, connecting with them. In today's high-tech, low-touch world, human connection is the fundamental shift you MUST make if you want people to listen when you speak, buy what you sell, and follow where you lead. When persuasion is your goal, manipulation follows. But when connection is your goal, true influence follows. This book hands you the scripts, stories, tools, strategies, and framework that modern science has shown to be the keys to building influence the right way, with the magic of human connection. Tim David has written a practical, real world guide that will help you become more persuasive immediately. - DORIE CLARK, author of Entrepreneurial You and Stand Out, and adjunct professor at Duke University's Fuqua School of Business Tim David is fast becoming the go-to expert on human connection and influence. His book, TRUE...



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