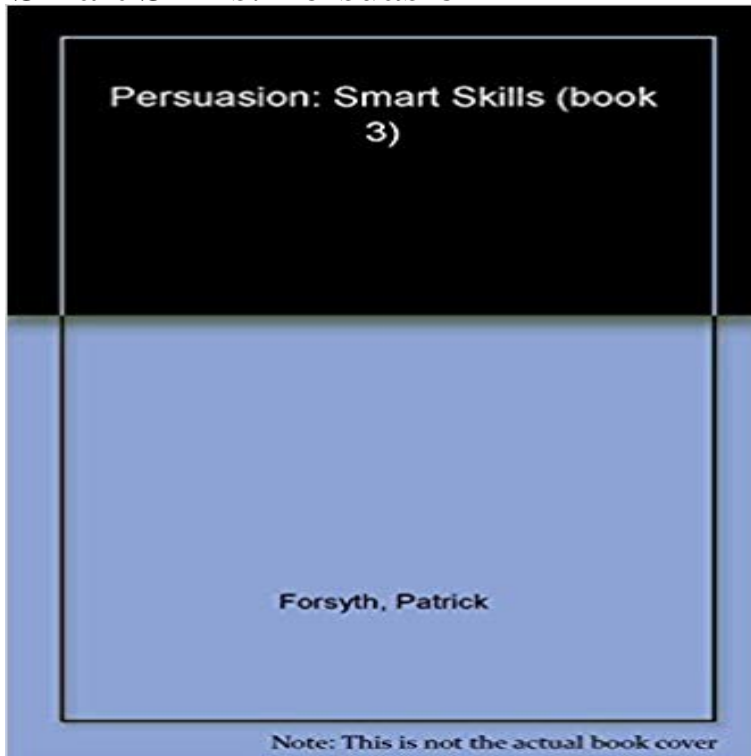


Smart Skills: Persuasion



Key features concise and practical, this book offers easy lessons that help readers learn the subtleties of persuasion. A must for all business professionals seeking to widen their skill set. An essential read for all those striving for professional success. About the book: smart skills: persuasion a handy and accessible guide to the art of persuasion. Third book in the smart skills series. Persuasion is not just a part of negotiation-it has many different facets. There is rarely any time in your working day when the key skill of persuasion is not useful. Convincing people about various things and persuading them to align their views with yours is the cornerstone of any successful business. This book discusses the topic of persuasion in a focused manner, with practical examples, and acts as a stepbystep guide for the different approaches that will help you get ahead. A mustread for any employee, manager, freelancer or business owner. About the author: patrick forsyth patrick forsyth began his career in publishing and has run, since 1990, touchstone training & consultancy, a company that specializes in the improvement of marketing, management and communications skills. He is an experienced conference speaker and writes extensively on business matters. He is the author of many successful books on aspects of business, management and careers, including how to write reports and proposals (kogan page) and marketing: a guide to the fundamentals(the economist).

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