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Real Influence Persuade Without Pushing

The key to real influence is understanding the point of view of the person you're trying to persuade. If for example, you're on a job interview, you need to talk about your attributes but only in the context of how it could help the company your engaging.

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"Real Influence--Persuade Without Pushing and Gain Without Giving In," by Mark Coulston and John Ullmen (Amacom, 2013). The authors are both doctors--Mark Coulston is an M.D. and John Ullmen a Ph.D.--and this easy-to-read and enjoyable book is a prescription for success, a way to get your ideas in front of people who count--no easy thing, since, these days, much promotion and sales effort ...

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Real Influence--Persuade Without Pushing and Gain Without

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Real Influence: Persuade Without Pushing and Gain Without Giving In. People won't put up with being "sold" anymore. If they sense they are being pushed, their guard goes up - and

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even if they do comply, lingering resentment undermines the relationship ...maybe forever. Yet, most books on influence still portray it as something you "do to" someone else to get your way.

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In this post-pushing, post-selling world, influence can no longer be viewed as something you do to someone to get what you want. In fact, real influence isn't even about what you want. It's about forging strong connections by

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focusing on other people ' s viewpoints, and, quite simply, giving before asking for anything, and always striving for win-win outcomes.

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"Real Influence is just what you need, whether you want to influence a boss, a peer, a subordinate, your spouse, your parent, or your kid. It is the antidote to the push-back you get from people whenever they perceive you as being too pushy." -- Marshall Goldsmith, author, What Got You Here Won't Get You There

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