



# How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often

*Philip Hesketh*

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**Wouldn't it be great if you could always get people to see things your way? Now you can.**

You won't go far in business if you can't bring people round to your way of thinking. Some people find it easy; the rest of us just need a little help. **How to Persuade and Influence People** reveals some of the most powerful influencing and persuasion techniques known to man. This enhanced second edition contains new tools, new research, new case studies and plenty of practical exercises to help you:

- Find the perfect way to win people over
- Become an amazing negotiator
- Overcome objections
- Appreciate and understand the other person's standpoint
- Understand why people buy what they buy
- Ensure people remember you and what you want
- Build long-term trust and credibility

Philip Hesketh is a full-time international business speaker on the psychology of persuasion. Thousands of people have benefited from his advice. In this book, he maps out countless simple and memorable persuasion techniques that can be applied to a whole range of life's challenges. It's up to you to use them.

*How to Persuade and Influence People* is a completely revised and updated edition of *Life's a Game So Fix The Odds*.



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