



The Art of Persuasion: Winning Without Intimidation

Bob Burg

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What if you could get *what you want...when you want it...and from whomever has it?*

The Art of Persuasion teaches you how to get what you want when you want it. You would love to have that ability, right?

After studying some of the most successful men and women in modern history, author Bob Burg noticed how many common characteristics these people have—and shares them all with you.

One trait that stands above all the rest is their ability to win people over to their way of thinking—they were all persuasive. Each of these life winners had a burning desire, coupled with great creativity, and a total, unshakable belief in their mission or cause.

Winning principles you will learn include:

- Making People Feel Important
- Everything is Negotiable
- Dealing with Difficult People
- Persuasion in Action
- What Sets You Apart from the Rest
- Nuggets of Wisdom

Presented in everyday, clear, and often humorous language, *The Art of Persuasion* leaves an impression on you that will last a lifetime—filled with one success after another!

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