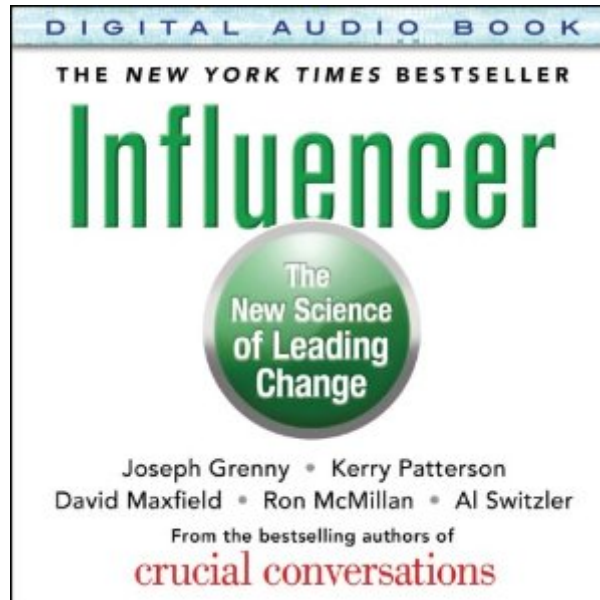


The book was found

# Influencer: The New Science Of Leading Change



## Synopsis

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We learn to cope rather than learning to influence. From the best-selling authors who taught the world how to have Crucial Conversations comes the new edition of *Influencer*, a thought-provoking audiobook that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process - including robust strategies for making change inevitable in your personal life, your business, and your world.

## Book Information

Audible Audio Edition

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## Customer Reviews

After teaching readers how to have "crucial conversations" to share ideas, resolve conflicts, and promote change, our five authors begin "*Influencer*" by turning that idea around. Talking, they remind us, often is not the best way to convince people to abandon old behaviors and start doing things differently, and can in fact be counterproductive if people start to resist or resent the idea you want to change them. It's sort of self-evident when you put it that way ... but on the other hand, once rational argument, hectoring, and pleading have failed, many of us feel disarmed. If you can't "talk them into it," what's left to try? Given the title and subtitle, you could think "*Influencer*" is Dale Carnegie for a new generation. But it's actually quite a lot more than that. "The power to change

anything" the authors describe is not a "These aren't the droids you're looking for" Jedi mind trick. Nor will you have everything you need to achieve your goals as soon as you finish reading. These are tools for promoting Big Ideas -- the examples the authors give include eliminating the ghastly guinea worm, promoting condom use in Thailand's sex trade, and turning around the lives of thousands of hardened gang members -- and so the first impression that the reader will take away from this is that changing minds and hearts requires hard work and commitment on both sides of the equation. The authors argue that changing ingrained behavior requires people to answer two questions: "Can I make the change?" and "Is it worth the effort?" "Influencer" draws from psychology, organizational theory, history, sociology, and other disciplines to isolate the key motives that drive behavior. Armed with that information, they say, influencers have the lever they need to move mountains.

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