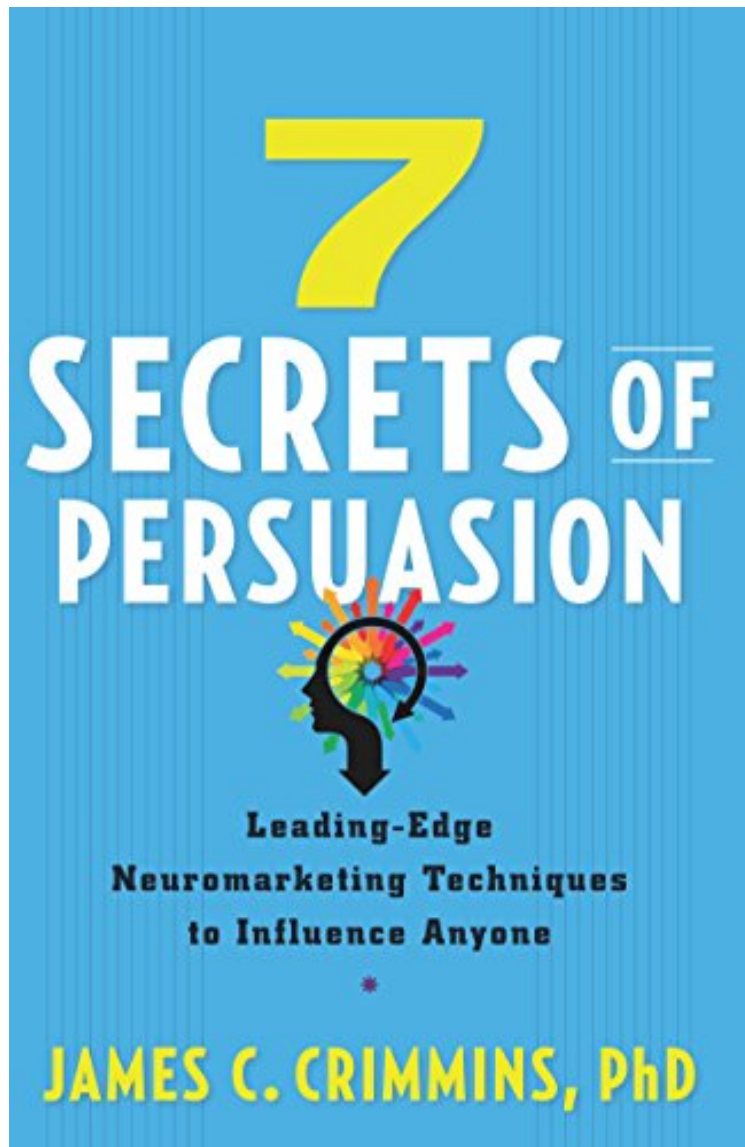


7 Secrets of Persuasion

James C. Crimmins

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James C. Crimmins : 7 Secrets of Persuasion before purchasing it in order to gauge whether or not it would be worth my time, and all praised 7 Secrets of Persuasion:

0 of 0 people found the following review helpful. Great Book!By LizThis is one of the best books I've read in terms of understanding how the mind functions and its application to marketing. I listened to it on Audiobooks first and then ordered it to highlight certain parts.7 of 7 people found the following review helpful. I've learned that people will forget what you said...but they will never forget how you made them feel." Maya AngelouBy Robert MorrisActually, rather than I've learned that people will forget what you said...but they will never forget how you made them feel." James Crimmins carefully identifies and then brilliantly examines

some of the most significant revelations from a number of recent research studies that identify "neuromarketing techniques to influence anyone." He observes: "Recent discoveries in psychology, behavioral economics, and neuroscience dramatically expand what we know about how we choose and should change how we attempt to persuade. We've learned that consciousness is not central to most of our decisions. It feels central, but scientific evidence shows that consciousness usually takes a back seat. This turns the conventional wisdom on its head and may explain why persuasion attempts, whether of one person or of many, often don't work." What does? Also, how and why? Crimmins wrote this book to answer these questions. These are among the several passages of greatest interest and value to me, also listed to suggest the scope of his coverage:

- o The Lizard (Pages 13-25)
- o Persuasion's Two Challenges (25-29)
- o Mental Availability (32-36)
- o The Preference of Others (54-67)
- o Which Is Easier to Change, the Act or the Attitude? (72-74)
- o Tools to Change the Act (80-82)
- o The Leaky Hose (82-86)
- o Think Big (94-95)
- o Intel Inside (99-104)
- o Unique or Motivating: an Easy Choice (106-109)
- o Language Camouflage (113-118)
- o Unearthing True Motivations (119-120)
- o Show People How to Feel the Way They Would like to Feel (133-138)
- o Self-Image Enhancement 140-142)
- o Art of Conversation (57-163)
- o Art of Generating Inference (163-167)
- o Art of Engagement (167-171)
- o Personal Persuasion (178-181)

Some of the most valuable information, insights, and counsel provided in the book focus on two mental systems: the automatic system (our nonconscious mental processes) and the reflective system (our conscious mental processes). "We now know the automatic system affects all our choices and it is the sole influence in many...The automatic mental system is what Richard Thaler and Cass Sunstein refer to as the "lizard system" in *Nudge: Improving Decisions About Health, Wealth, and Happiness*, published by Yale University Press (2008). Most of us are infrequently in a situation that requires us to persuade others to accept ideas, opinions, recommendations, etc. This could be characterized as a "lizard encounter." We face three separate but interdependent challenges: 1. Understand what the lizard is and does...what it isn't and doesn't do. 2. Understand the lizard's language. 3. Understand the lizard's "hot buttons" and know how to punch them. James Crimmins thoroughly prepares his reader to respond effectively to all three challenges. These are among his concluding remarks: "Because the remarkably capable lizard is in charge of most decisions, reasoned argument is a waste of time. You can only persuade the lizard if you speak its language and show the lizard a better way to fulfill its desires." You would be well-advised to read this book before your competition does.

3 of 3 people found the following review helpful. An Insightful, Fascinating and Practical Book
 By Marty Horn
 A lot of "Secrets" books out there cover things that really aren't so secretive. It's stuff everybody pretty much knows already. Not so with "7 Secrets of Persuasion". Tapping into the latest in neuroscience research and combining that with "real world" examples, Crimmins easy-to-read book reveals little known, yet fascinating ways into how the brain processes information, how people really make decisions (which they are totally unaware of), and the kinds of messages that can move people to take action -- contrary to what many professionals in marketing, advertising, sales, politics, etc. would contend. The insights - or should I say secrets! - this book brings to light into how the mind works and the practical applications of those insights make "7 Secrets of Persuasion" required reading for anyone interested in developing communication with greater relevance, originality and impact.

7 Secrets of Persuasion is the first book to take the latest scientific insights about the mind and apply them to the art of persuasion. It directly translates the revolution in neuroscience that has occurred over the last 40 years into practical new techniques for effective persuasion. Whether your goal is to persuade one person—a husband, child, or boss—or the millions who might purchase an Apple Watch or a Budweiser, 7 Secrets of Persuasion will show you how to:

- *Unearth the motivation that actually changes a behavior like smoking, voting, or buying, even if the person(s) doesn't know why they do what they do.
- *Tap into the mental process that gives religious symbols, political symbols, and commercial logos their power.
- *Make a promise that is delayed, uncertain, and rational more compelling by making it immediate, certain, and emotional.
- *Transform your candidate, service, or product into the one people want to buy by utilizing what psychologists call the "fundamental attribution error."