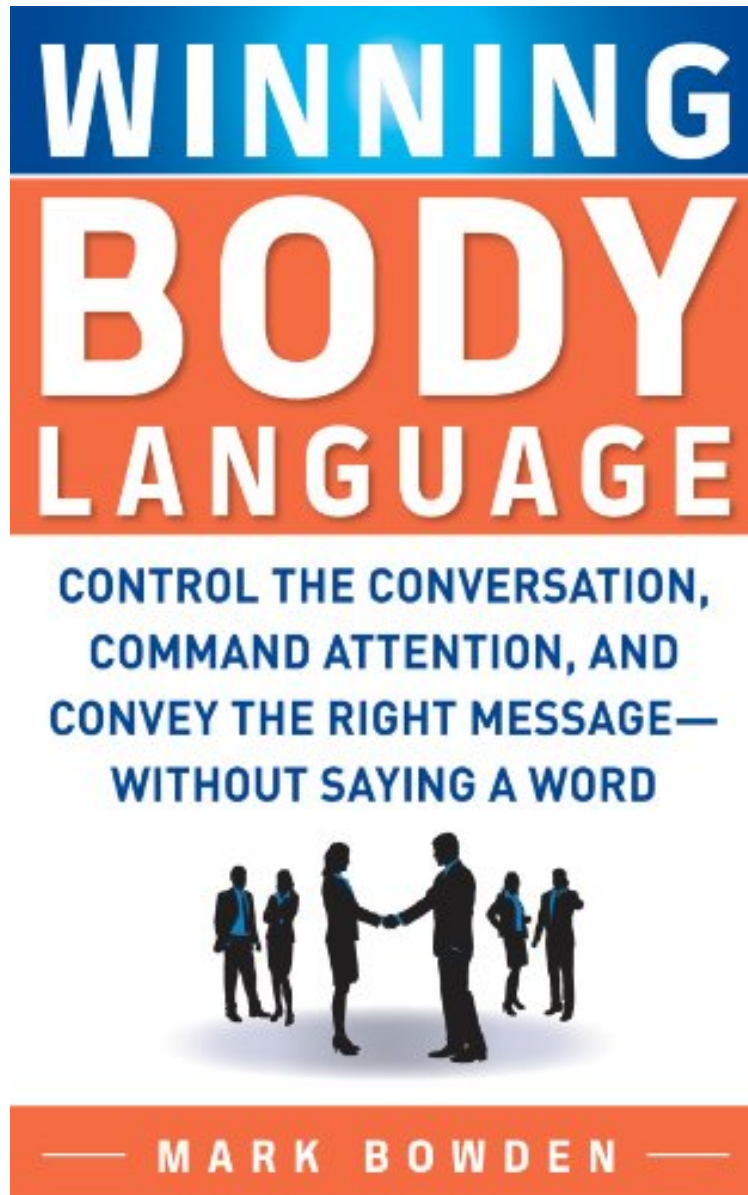


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## **Winning Body Language: Control the Conversation, Command Attention, and Convey the Right Message without Saying a Word (Business Skills and Development)**

*Mark Bowden*

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whether or not it would be worth my time, and all praised *Winning Body Language: Control the Conversation, Command Attention, and Convey the Right Message without Saying a Word* (Business Skills and Development):

30 of 31 people found the following review helpful. This really works!  
By Steven  
This is my second book on learning body language, the other one being 'What Every BODY is Saying' by Joe Navarro. By combining and using techniques from these two books, I've already made huge strides in becoming a better presenter. Joe's book is really good for reading people (finding tells, or finding clues of deception, etc), but does give insight to useful gestures that can communicate confidence. 'Winning Body Language' is more focused on being a better communicator in general, especially in the work place. I'm one of those people who always feels awkward when I need to speak in front of a group of people (large or small), but at work I'm always finding myself needing to give presentations, demos, or conduct small meetings. I've had a number of bad experiences in the past that help fuel my paranoia - 'deer in the headlights' moments, jokes intended to loosen people up that flop, the feeling of high stress, ugh, what a nightmare. I would actually lose sleep the night before, knowing I had to do some sort of presentation. I started feeling helpless, so on a whim I purchased this book just to hopefully get a usefull nugget of information or two - and I got all that and more. I just recently had to do a presentation on the software that I'm currently developing. At this point I had read Joe's book and I had read only the first few chapters of 'Winning Body Language'. Even this was enough to help me give a successful presentation. I used a few subtle hand gestures, and I also tried to keep my hands in the 'TruthPlane' as much as possible (something you'll learn in 'Winning Body Language'). Immediately I felt much more confident and I was getting great reactions by the observers. Usually when I speak, the air is really drab and sometimes quite thick, but this time it was very lively and productive. For once I actually felt great giving a presentation! Even after the presentation the Director of IT (my boss's boss) came up to me and said "That was a great presentation! You were really on fire this time!". This stuff works! Out of the two books I've read thus far, I recommend 'Winning Body Language' if you are trying to become more successful with talking to groups of people. If you want to learn how to read people really well, then check out Navarro's book 'What Every BODY is Saying'. I could have just gotten away with 'Winning Body Language' for my intents, but being able to read people certainly pairs well with learning how to communicate effectively.  
3 of 3 people found the following review helpful. There are better books out there  
By Traveller  
This book has some interesting points, but for the most part, it seems to mainly originate from the author's personal "feeling" of a situation, as opposed to being linked to concrete evidence or study. Furthermore, the writing style is verbose and repetitive, so much so, that it is sometimes difficult to grasp the main point. Finally, the examples are explained in such a way that they become subject to confirmation bias (ie you will perceive "this" when you do "this", now you try), as opposed to allowing the reader to do the exercise without knowing the intended result. There are better books out there.  
28 of 30 people found the following review helpful. How to affect yourself profoundly  
By Richard Jackway  
I own around 300 books on different areas of psychology : Negotiations, influence, the subconscious mind, charisma, NLP, hypnosis, awareness, self-deception, listening, difficult conversations, emotions, handwriting analysis etc, and body language too. I have only written one other review, and felt compelled to write one for this book - for this book has blown me away completely. It is without doubt the single most influential (on me) book I have ever read. The author suggests a few very easy to learn skills that can completely change the way we communicate - and to illustrate how, he gives you exercise that compare 'the normal body language' to 'the winning body language', and simply asks first that you look inside yourself to find the differences. Let me restate the important bit again - the skills are easy to learn (yes, you still have to practice them to make them habit). This is because they are not complex skills, but very simple skills - simple skills that have a profound affect on the way we feel and think. In reading so many books previously, I came to the unavoidable conclusion that our mind affects our body, and our body affects our mind. The author takes this 'law' one step further to show how certain types of body language profoundly affect the way we think. I do have some criticisms of it - his chapter on breathing is somewhat confusing...and while I think he has the concept right, I don't think he fully understands the execution. That doesn't detract at all from the overall book. My only word for it is 'profound', and I recommend that every single person alive should read it :)

**The Unique System of Nonverbal Skills Used by the Most Effective Leaders in Business Today CONTROL THE CONVERSATION, COMMAND ATTENTION, AND CONVEY THE RIGHT MESSAGE--WITHOUT SAYING A WORD** Whether you're presenting an idea, delivering a speech, managing a team, or negotiating a deal, your body language plays a key role in your overall success. This ingenious step-by-step guide, written by an elite trainer of Fortune 50 CEOs and G8 world leaders, unlocks the secrets of nonverbal communication--using a proven system of universal techniques that can give you the ultimate professional advantage. Learn easily how to: Successfully master the visual TruthPlane around you to win trust now. Gesture in a way that gains everyonesqu;s attentionmdash; even before you speak. Appeal to others' deep psychological needs for immediate rapport and influence. You'll discover how to sit, stand, and subtly alter your body language to move with confidence, control conversations, command attention, persuade and influence others, and convey positive energymdash;without saying a word. It's the one key to success nobody talks about!

About the Author Mark Bowden is a noted body language expert and creator of TruthPlane, a communication and presentation training program used by Fortune 50 companies and CEOs throughout the world. Visit [www.truthplane.com](http://www.truthplane.com)