

Just listen: discover the secret to getting through to absolutely anyone

Goulston, Mark, author

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Abstrak

The first make-or-break step in persuading anyone to do any thing is getting them to hear you out. Whether the person is a harried colleague, a stressed-out client, or an insecure spouse, things will go from bad to worse if you can't break through emotional barricades. Drawing on his experience as a psychiatrist, business consultant, and coach, and backed by the latest scientific research, author Mark Goulston shares simple but powerful techniques readers can use to really get through to people--whether they're coworkers, friends, strangers, or enemies. Getting through is a fine art but a critical one. With the help of this groundbreaking book readers will be able to turn the "impossible" and "unreachable" people in their lives into allies, devoted customers, loyal colleagues, and lifetime friends.