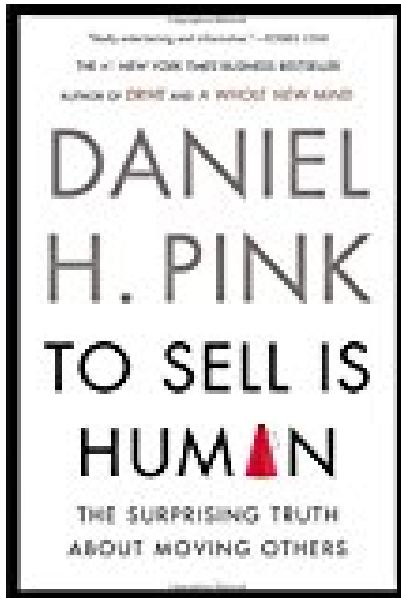


To Sell Is Human The Surprising Truth About Moving Others



BOOK DETAILS

- Author : Daniel H. Pink
- Pages : 272 Pages
- Publisher : Riverhead Books
- Language : English
- ISBN : 1594631905

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BOOK SYNOPSIS

In this provocative book, New York Times and Wall Street Journal bestselling author Daniel H. Pink offers a fresh look at the art and science of persuasion. Physicians sell patients on a remedy. Lawyers sell juries on a verdict. Teachers sell students on the value of an education. Entrepreneurs persuade funders, writers convince readers, coaches cajole players. Parents convince their kids to clean. Spouses convince their partners to control the kids. And in astonishing numbers and with ferocious energy, we go online to sell ourselves—on Facebook pages, Twitter accounts, and Match.com profiles. Whether we're entrepreneurs, employees, parents or partners, we spend our days trying to move others. We're all in sales now. But this is not really a book about sales. This is a book about understanding why we do the things we do. *To Sell Is Human* will change how you see your world and transform what you do at work and at home. It offers vivid examples and stories that provide you with tools and practical tips to put these ideas into action.

TO SELL IS HUMAN THE SURPRISING TRUTH ABOUT MOVING OTHERS -

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