



Persuade: Using the seven drivers of motivation to master influence and persuasion

Philip Hesketh

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Learn how to influence others and get your own way more often

Wouldn't it be great if you could get the pay rise you've asked for, win the business you've pitched for or get that job you so desperately want?

Well, with this book you can learn how to get inside the head of the person making the decision and find out exactly what is it that's going to get them to say yes! Persuade explains the seven psychological drivers that motivate us all. By understanding these drivers and the impact they have on our own lives, we can gain valuable insights into how we can motivate ourselves, improve our relationships, negotiate more effectively, get people to like us and ultimately get our own way more often. Persuade:

- Is written in Philip's trademark humorous, yet well-researched style
- Draws from scientific and psychological sources
- Is delivered in short, accessible, bite-sized chapters

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