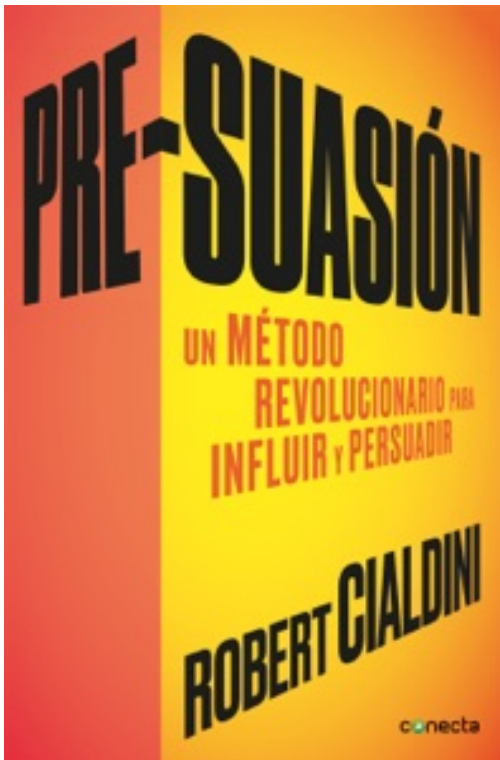


# DESCARGAR PRE-SUASI3N LIBRO GRATIS PDF ROBERT CIALDINI -



Download or Read Online Pre-suasi3n Libro gratis (PDF/ePub/Mobi/Mp3/Txt) Robert Cialdini -, Un m3todo revolucionario para influir y persuadir.

La persuasi3n es una habilidad imprescindible en cualquier actividad profesional a todos los niveles en organizaciones y empresas. Pero, 3cu3les son las mejores t3cnicas de persuasi3n?, 3qu3 elementos de la comunicaci3n permiten conquistar al p3blico?, 3cu3les son los momentos fundamentales en una argumentaci3n? y 3qu3 diferencia a un comunicador eficaz de un aut3ntico persuasor?

Con el rigor cient3fico y la capacidad de divulgaci3n que le caracterizan, Robert Cialdini explica en este libro c3mo capitalizar el tiempo previo a la transmisi3n de un mensaje importante. Ese instante puede hacer que el p3blico se muestre m3s receptivo y, de este modo, la persuasi3n 3ptima solo se obtiene con una 3ptima «pre-suasi3n».

Para persuadir, lo 3nico que necesita el comunicador es redirigir la atenci3n del p3blico antes de una acci3n relevante para que este le diga «¡S3!». Con solidez cient3fica, Cialdini muestra c3mo escoger no solo lo que vamos a decir, sino cu3ndo lo vamos a hacer y c3mo atraer esa atenci3n de una forma 3tica. **Con Pre-suasi3n los lectores aprender3n a aprovechar el momento oportuno para ganar influencia y a conservarla.**

## Reseñas:

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Amy Cuddy, profesora asociada de Administraci3n de empresas de la Harvard Business School y autora de *El poder de la presencia*

«Una lectura fascinante sobre c3mo el motor m3s importante de la persuasi3n no son las palabras que elegimos sino c3mo las presentamos antes.»

Adam Grant, profesor de Management y Psicolog3a en The Wharton School y autor de *Dar y recibir*

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