



## **27 Técnicas de persuasión: Estrategias para convencer y ganar aliados (Spanish Edition)**

*Chris St. Hilaire*

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**Es posible que los demás olviden lo que usted les ha dicho, pero no cómo les ha hecho sentir. Este es el secreto de la auténtica persuasión.**

La auténtica persuasión se basa en la capacidad para comprender a la audiencia que uno tiene delante, ya se trate de una persona o de un millón, y en crear un mensaje que esté en línea con lo que piensan de antemano. Chris St. Hilaire le enseña a persuadir sin avasallar, a identificarse con su audiencia y a utilizar un lenguaje que logre que la gente se ponga de su lado, en sus propios términos.

Con provocadores ejemplos procedentes tanto del entorno político como empresarial, *27 técnicas de persuasión* proporciona estrategias eficaces que se pueden poner en práctica de forma inmediata en cualquier situación.

## Reseñas:

«Este libro contiene las mejores herramientas que le permitirán comunicarse de forma mucho más eficaz. Aplíquelas y ganará inmediatamente influencia sobre los demás.»

James W. Robinson, vicepresidente, Cámara de Comercio de Estados Unidos

«*27 técnicas de persuasión* ofrece unos sólidos consejos para lograr que los demás le sigan a usted.»  
CNBC

«Empleando las estrategias que propone *27 técnicas de persuasión* usted llegará a ser un comunicador mucho más efectivo en los negocios y en la vida.»

Hadi Makarechian, Consejo Rector, Universidad de California

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