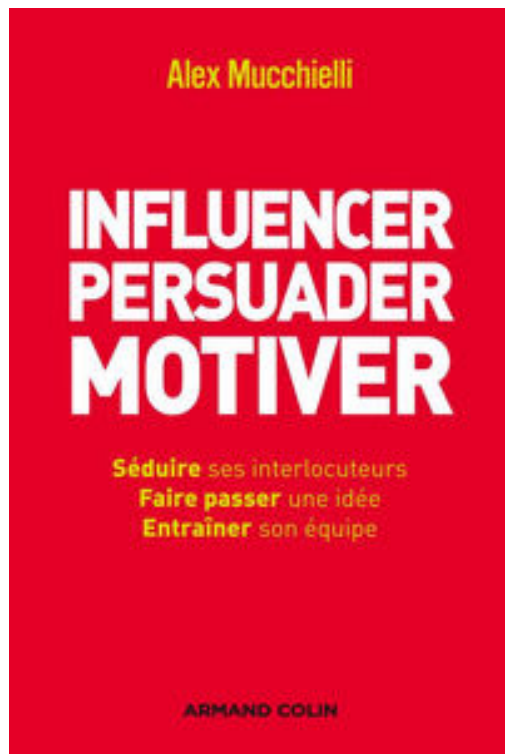


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Download or Read Online Influencer, persuader, motiver Alex Mucchielli Free eBook PDF/ePub/Mobi/Mp3/Txt, Comment faire « passer » une idée ? séduire ses interlocuteurs ou animer son équipe ? Influencer, persuader, motiver, est un art, certes ; mais qui n'obéit pas à un talent inné que l'on aurait, ou non. Chacun peut en acquérir la technique, à condition de s'en donner les moyens.

Alex Mucchielli, spécialiste reconnu des stratégies de communication et des techniques d'influence, nous offre ici les clés pour connaître le fonctionnement des conduites humaines et les ressorts des communications réussies.

Rompant avec les vieilles méthodes qui restent à la surface des phénomènes, il revisite, grâce aux dernières recherches en sciences humaines, de nombreuses mises en situation concrètes (scènes de vente, entretiens d'embauche...), pour présenter des principes efficaces d'intervention.

Tout un chacun risque, à ses dépens, d'en être victime. Mieux vaut donc les connaître pour pouvoir les utiliser.

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