



The Little Book of Charisma (Independent Thinking Series)

David Hodgson

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Charisma=C, Art=A, Science=S, Practice=P The most skillful performers and communicators understand and apply the best of art and science. You can either use this knowledge to enhance your own communication skills (to Jedi Master standard) or to be more aware of the techniques deployed by those seeking to influence you. The book is a breathless, informative and funny journey through factors contributing to excellence in communication, from the six rules of influence, creating a powerful performance, constructing speeches, how to avoid being manipulated by advertisers, steering clear of the arrogance trap, which emotions to build in an audience (and in which order).

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