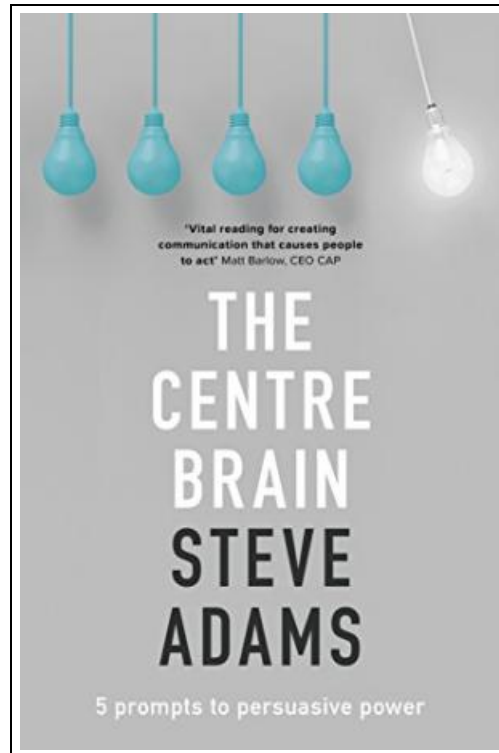


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THE CENTRE BRAIN: UNLEASHING YOUR PERSUASIVE POWER (PAPERBACK)



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SPCK Publishing, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. When you face a red light, what can you say to turn it green? On stage needing to hook the audience? Convincing a friend over coffee? Sweating it in a job interview? The results of what you say aren t coincidence. Whether you persuade, or not, is down to whether you use the right prompts. The Centre Brain - the body s action centre - responds to what it hears. And, if the right prompts are used, the brain can be persuaded to act. Effective communication isn t a lottery. The Centre Brain explains why your communication works, or doesn t. Why you prompt action, or don t. The result of a 20-year quest to discover what prompts action, The Centre Brain offers readers a glimpse into the story behind their stories. Combining psychological insight, real-life experience and inspiring application, this book will show how you can make your message unmissable using the Centre Brain 5 prompts to action.



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