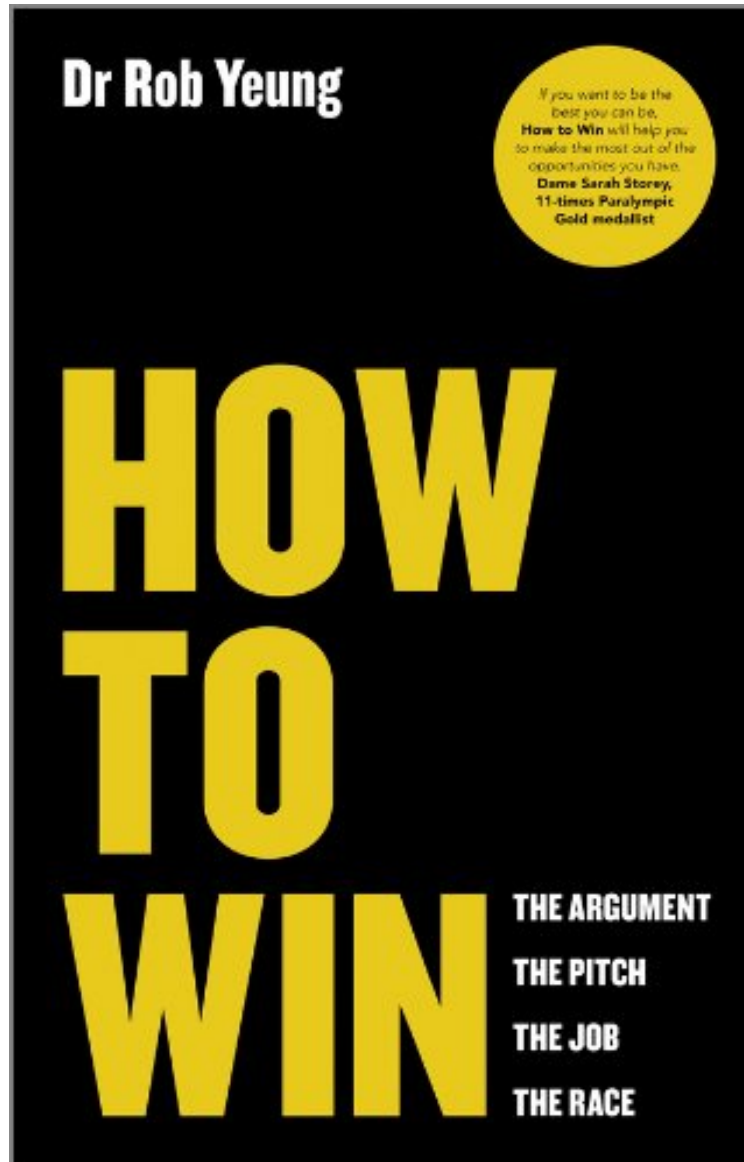


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How to Win: The Argument, the Pitch, the Job, the Race

Rob Yeung

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NEVER COME SECOND PLACE AGAIN If you're not winning, you're losing. And you don't want to be a loser, do you? Life is full of opportunities to win or lose on a daily basis. Want to win arguments, negotiate better and get your way in more discussions? Want to pitch ideas that win support and plaudits? Want to get yourself noticed and come out on top in the job market? Discover how to triumph when it really counts. How can you gain the competitive advantage and come first more often? Learn how to avoid that frustration of not succeeding when your point isn't heard in an argument, or your hard fought pitch is rejected; and to achieve the results you know you deserve. THE SCIENCE OF WINNING Drawing on the latest research and proven psychological principles, bestselling author and psychologist Dr Rob Yeung outlines practical success strategies and powerful scenarios that you can apply to all facets of your life. This is your strategy book for success at work and in life. Get the breaks, beat the others and take your life to a whole new level.

"If you want to be the best you can be, How to Win will help you to make the most out of the opportunities you have." Dame Sarah Storey, 11-times Paralympic Gold medallist "Fun to read, strong on evidence and full of useful techniques - an ideal book for those wanting to get into 1st place." Dr. Sebastian Bailey, co-founder and President, Mind Gym "Rob's advice is practical, to the point and above all effective. Another must-read and must-do!" Julian Ranger, Founder Chairman, SocialSafe "This book is a winner in every respect. Evidence-based advice in a well-constructed, highly-readable and easily recalled format. What's stopping you being a winner? Perhaps it's the fact you've yet to read Rob Yeung's excellent book." Robert Kelsey, author of What's Stopping You? and What's Stopping You Being More Confident? "How to Win provides practical information to people on getting ahead in their career, the soft skills necessary to be successful at work, from networking to being more assertive to using political skills. This is a must read for anyone wanting to succeed in their jobs and careers." Professor Cary L. Cooper, CBE, Distinguished Professor of Organizational Psychology and Health at Lancaster University Management School "Inspirational but with practical tips - a must read whether you're starting out or an experienced professional." Carol-Ann White, Global Human Resources Director, branding consultancy FITCH "How to Win is a great blend of compassion and practical experience. Dr Rob Yeung provides simple and logical steps to making a difference and wraps each one in stories and examples that speak to everyone. This book will make you rethink your approach to every situation and applying the ideas will change your life and performance at work in a very positive way. Highly recommended." Gary White, Chief Executive, sales technology company White Springs "If you want to be the best you can be, How to Win will help you to make the most out of the opportunities you have." Dame Sarah Storey, 11-times Paralympic Gold medallist "Fun to read, strong on evidence and full of useful techniques - an ideal book for those wanting to get into 1st place." Dr. Sebastian Bailey, co-founder and President, Mind Gym "Rob's advice is practical, to the point and above all effective. Another must-read and must-do!" Julian Ranger, Founder Chairman, SocialSafe "This book is a winner in every respect. Evidence-based advice in a well-constructed, highly-readable and easily recalled format. What's stopping you being a winner? Perhaps it's the fact you've yet to read Rob Yeung's excellent book." Robert Kelsey, author of What's Stopping You? and What's Stopping You Being More Confident? "How to Win provides practical information to people on getting ahead in their career, the soft skills necessary to be successful at work, from networking to being more assertive to using political skills. This is a must read for anyone wanting to succeed in their jobs and careers." Professor Cary L. Cooper, CBE, Distinguished Professor of Organizational Psychology and Health at Lancaster University Management School "Inspirational but with practical tips - a must read whether you're starting out or an experienced professional." Carol-Ann White, Global Human Resources Director, branding consultancy FITCH "How to Win is a great blend of compassion and practical experience. Dr Rob Yeung provides simple and logical steps to making a difference and wraps each one in stories and examples that speak to everyone. This book will make you rethink your approach to every situation and applying the ideas will change your life and performance at work in a very positive way. Highly recommended." Gary White, Chief Executive, sales technology company White Springs

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