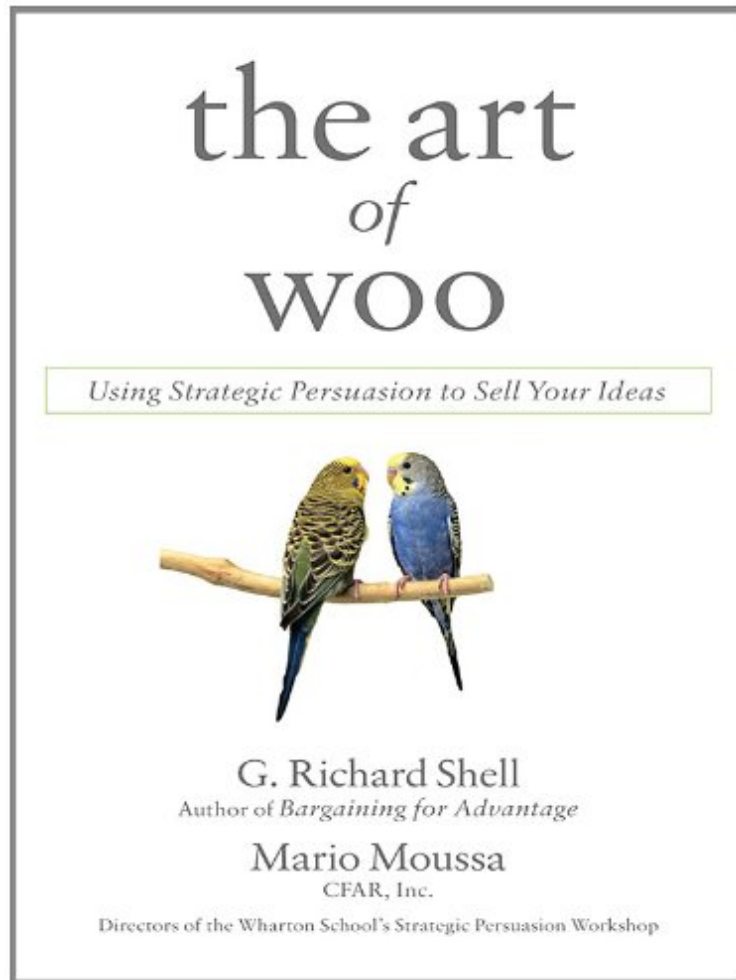


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The Art of Woo: Using Strategic Persuasion to Sell Your Ideas

G. Richard Shell, Mario Moussa
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G. Richard Shell, Mario Moussa : The Art of Woo: Using Strategic Persuasion to Sell Your Ideas before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Woo: Using Strategic Persuasion to Sell Your Ideas:

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frustrated by feeling that a project or sale was lost because somehow we just didn't "click" when it really mattered. Understanding my communication style and the factors that people base their decisions on, and knowing how to utilize that understanding, will be priceless, both in business and personally. This Kindle download was a little higher in price than I like, but the book is not fluff. It appears to have real tools for improvement that will make a difference.

You may need *The Art of War* to defeat your enemies, but if you prefer to win them over, read *The Art of Woo*. Richard Shell and Mario Moussa know what it takes to drive new ideas through complex organizations. They have advised thousands of executives from companies such as Google, Microsoft, and General Electric to organizations like the World Bank and even the FBI's hostage rescue training program. In *The Art of Woo*, they present their systematic, four-step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their "Woo IQ," they show how relationship-based persuasion works to open hearts and minds. "Ranging across history, from Charles Lindbergh to Sam Walton, the authors examine how savvy negotiators use persuasion - not confrontation-to achieve goals." -U.S. News World Report

From Publishers Weekly Shell and Moussa, both on the Wharton School faculty, aim to help readers get attention and sell their ideas through strategic relationship-based persuasion, or "woo"-or "winning others over." The authors consider wooing to be one of the most important skills in a manager's repertoire; while the concept may seem simple, mastering it is an art. The challenge is in striking a balance between what the authors identify as the "self-oriented" perspective-where focus is on the persuader's credibility and point of view-and the "other-oriented" perspective, which focuses on the audience's needs, perceptions and feelings. Drawing on their experience in teaching executives to negotiate, the authors examine the most important moments of influence and provide a four-step process to achieving goals: survey your situation, confront the five barriers, make your pitch and secure your commitments. They offer a practical guide to improving one's wooing skills, highlighting successes and failures from history and the present day. An entertaining and useful guide to acquiring the power of woo, this book will help readers beyond the professional realm. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Ranging across history, from Charles Lindbergh to Sam Walton, the authors examine how savvy negotiators use persuasion-not confrontation-to achieve goals." -U.S. News World Report About the Author G. Richard Shell is director of the Wharton Executive Negotiation Workshop at the Wharton School, where he is professor of legal studies, business ethics and management. His previous book is the award-winning *Bargaining for Advantage*. Mario Moussa is a faculty member at the Wharton School and a principal of CFAR Inc., a management consulting firm.