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## Charisma: Seven Keys to Developing the Magnetism That Leads to Success

By Tony Alessandra

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288 pages. Dimensions: 8.0in. x 5.3in. x 0.9in. Put simply, charisma is what makes people like you -- even when they don't know you. It's that special magic that gives the super-successful the ability to influence and persuade others. Do you have to be born with it? Definitely not, says Tony Alessandra, Ph. D. , one of the most respected leadership motivators today. Whether you're a CEO or a clerk, an engineer or an entrepreneur, a store manager or a member of the PTA, charisma is something that can be learned, and learned fast. Using self-quizzes and examples of charisma in action, Alessandra demystifies the concept of charisma, defines its seven key components, and offers a step-by-step program in charisma basics that shows you how to: -- Make first impressions powerful and positive-- Master the art of public speaking-- Develop the six essential skills of dynamic listening-- Jump-start your persuasive powers using four simple steps-- Harness the vital resources of time and space-- Motivate others by recognizing and adapting to, the four core personality types-- Create and communicate your vision, your ideas, your products. This item ships from multiple locations. Your book may arrive...



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