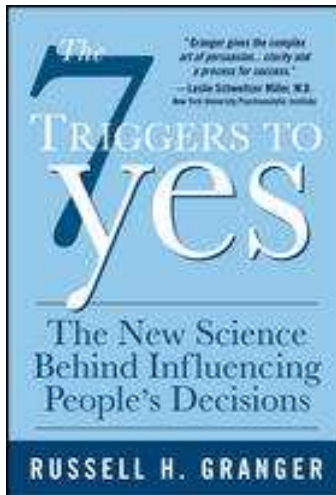


New Books December 2008

Spotlight presented by Doriot Library



The 7 triggers to yes: the new science behind influencing people's decisions

By Russell H. Granger

Doriot & Tanoto Library
BF637 .P4 G73 2008

Everybody knows that the best way to persuade people to reach the “Yes” response is by using logic and reason, right? Wrong. According to the latest research in neuroscience, most people respond to emotional cues rather than rational ones. Instead of using facts and figures to persuade, you should be tapping into the brain’s internal triggers for making decisions. With the new technology of realtime brain imaging, scientists have been able to pinpoint seven of these emotional triggers.

Activating one or more of the other person’s triggers will make you a master persuader in every aspect of your life. You’ll learn how to motivate a “Yes” response from clients, co-workers, employees, and entire organizations.

“7 Triggers to Yes” is a great book. It's not the same old information repackaged. It contains information you can apply not only to your job but also in your everyday life, so you will forge constructive relationships, become a better leader, and create organizational change--all of which will lead to a more powerful, influential, and successful life.

Book review cited from: <http://www.mhprofessional.com/product.php?isbn=0071544372>

This list is also available on the General Bulletin Board and Library homepage at the following address:
<http://www.insead.edu/library>

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