

Leggere Pitch Anything Ebook Gratuito PDF/EPUB/mobi - Oren Klaff & R. Merlini



leggere Pitch anything Ebook gratuito PDF/EPUB/mobi Oren Klaff & R. Merlini , Presentare un progetto a potenziali finanziatori, cercare di conquistare un nuovo cliente, chiedere un aumento di stipendio. Situazioni diverse, che tutti prima o poi ci troviamo ad affrontare, ma con un unico obiettivo: catturare l'attenzione, convincere, farsi dire di sì. In questo libro Oren Klaff, professionista della persuasione applicata agli investimenti finanziari, presenta il metodo che nella sua brillante carriera gli ha permesso di raccogliere fondi per oltre un miliardo di dollari. Il metodo Strong, a differenza delle tecniche di vendita tradizionali, insegna a parlare alla parte più primitiva del cervello umano. È basato su anni di sperimentazione e di ricerca nel campo della neurofinanza, che unisce le neuroscienze alle discipline economiche. Permette di far arrivare a destinazione il messaggio, di far emergere il lato interessante della vostra idea e fa sì che l'interlocutore sia spontaneamente attratto dalla vostra proposta, al punto che alla fine sarà lui a rincorrervi. A voi non resterà altro che incassare un "sì".

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