



Grapho-Persuasion: Mastering the Pyramid of Persuasion (Confessions of a Marketing Man)

Victor Semo

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A queen has more influence over the king than the senators because she knows his personality. Therefore, she knows what to say, how to say it, and how to act when she's persuading him.

This is a pocket bible for the novice, timid and talented professionals, to help them to be more influential using Grapho-Persuasion. It is an innovative method, based on years of research that blends together techniques from the sciences of graphology and persuasion for greater emotional impact. Know who people truly are, and you can move their heart easily, like a queen.

AMONG THE TIPS REVEALED:

- > How to understand people's personalities and use this knowledge to persuade them
- > Persuasion is seduction: how companies use the same techniques as womanisers to win clients
- > From Martin Luther King, jr to Naomi Campbell, the secrets to make hypnotic speeches that move an audience
- > Various tools of persuasion, easy to "carry and deploy" in any situation.

In this insightful book, originally a letter to his sister, Victor Semo reveals the essential elements to master the art of persuasion. Jargon-free, packed with tried and tested advice, get more in business and your personal life.

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