

How to Stand Out

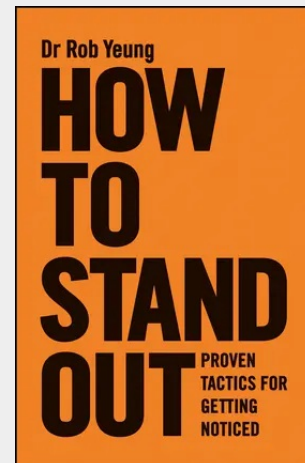
Proven Tactics for Getting Noticed

Win the respect you deserve You probably already have the skills to be more fulfilled and successful. But sometimes it's about showcasing these skills so that colleagues, customers, friends and the rest of the world can recognize what you do. Drawing on extensive research and inspiring real-life examples, psychologist and bestselling author Dr. Rob Yeung guides you through proven techniques that will get you noticed for all the right reasons. How to Stand Out shows you how to:

- * Utilize winning body language techniques
- * Incorporate the words that get people nodding in agreement
- * Supercharge your persuasive skills to sell products, pitch ideas, network, and socialize with friends
- * Boost your motivation to become more successful
- * Improve your confidence to get the results you desire

Praise for the Book "We all need to sell ourselves and this book is a great, very readable guide on how to do that. This book is full of useful career advice - and brought to life by fascinating examples and often surprising insights." Rhymer Rigby, writer for The Telegraph and Financial Times and author of 28 Business Thinkers Who Changed the World "How to Stand Out covers the latest evidence on body language, communication and persuasion. It's a rigorously researched, compelling and sometimes surprising read no matter what your goals in life. You will undoubtedly learn something new." Dr Tomas Chamorro-Premuzic, CEO of Hogan Assessments, and Professor of Business Psychology at University College London and Columbia University "Engaging, no-nonsense and full of scientifically proven advice - an essential book for anyone wanting to outshine the crowd and get ahead in business and life." Dr. Michael Sinclair, co-author of Mindfulness for Busy People, Founder & Clinical Director, City Psychology Group "An easy read with some well researched, practical and evidence backed advice. Definitely stands out from the crowd and can easily be applied straight away." Paul Hughes, Executive Development Director at Cranfield School of Management "An extraordinary book for everybody: Dr Yeung's book presents a wealth of useful tips on how to build your confidence and stand out from the crowd. This book is a treasure trove of useful tips on how to outperform in a job interview, get promoted, win more customers, get your business funded or simply become more successful in life." Professor Khalid Hafeez, Dean of The Claude Littner Business School at the University of West London "Practical, accessible tips and techniques for making yourself more interesting to clients, customers, and friends!" Tamara Box, Partner and Global Chair of the Financial Industry Group at international law firm Reed Smith LLP "Once again, Rob Yeung demonstrates how challenge can quickly become opportunity. He has the uncanny knack of identifying our insecurities, helping us view them from a different angle and transforming them into foundation stones for building new confidence. Whether you want to learn to 'talk like TED', present your best side at a job interview, or simply want to stand out from the crowd - this new book offers simple, clear and practical guidance. Like his previous books, this is another example of why Dr Rob Yeung stands out from other psychologists and coaches." Malcolm Green, Creative Chairman at advertising agency Green Cave People

The science of standing out Think about some of the people you know who stand out. What is it that helps them get noticed? Is it that they speak slowly and forcefully - or perhaps quickly and with acerbic humour? Do they listen and make others feel like the centre of the universe? Or do they just radiate some kind of charm and good humour that draws others to them? We're talking about star quality here. The reasons why one individual gets promoted again and again while others languish behind. The reasons why certain salespeople or small business owners win new customers or clients seemingly without effort. The reasons why one person gets asked on date after date while others struggle to meet the right person. How To Stand Out is for anyone who wants to make an impact, to get noticed for professional or personal reasons. This book is for you if you're a business owner hungry to sell more products and services - or maybe a freelance worker who needs to sell yourself. Perhaps you're a fundraiser or campaigner who needs



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