



## Elements of Influence: The Art of Getting Others to Follow Your Lead (Agency/Distributed)

By Terry R. Bacon Ph.D.

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We succeed in business and in life when we influence how others think, feel, and act: getting them to accept our point of view, follow our lead, join our cause, feel our excitement, or buy our products and services. The act of influencing is such a part of our daily lives that we often don't even realize when we (or others) are doing it. But to succeed, we need to know how influence works...and how to use it.

Influencing effectively requires adaptability, perceptiveness, and insight into other people and cultures. Based on 20 years of research, Elements of Influence shows readers how to:

- Understand why people allow themselves to be influenced--and why they resist
- Choose the right approach for each situation
- Be influential when they have no formal authority
- Succeed in every kind of organization--even in other countries

Filled with exercises and practical applications, this book shows how anyone can increase his or her influence to achieve greater success.

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