

[PDF] Enchantment: The Art Of Changing Hearts, Minds, And Actions

Guy Kawasaki - pdf download free book

Books Details:

Title: Enchantment: The Art of Chang

Author: Guy Kawasaki

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Description:

From Kirkus Reviews

Apple's former chief evangelist leads businessfolk down the path to enchantment.

The entrepreneur's entrepreneur is back with his 10th book, this time tackling the tricky art of influence and persuasion. Kawasaki (Reality Check: The Irreverent Guide to Outsmarting, Outmanaging and Outmarketing Your Competition, 2011, etc.) transforms the otherwise exhausted and overwrought tropes of how to win friends and influence people with a complete makeover here, whether he's talking about wardrobe choice or tips for effective swearing.

The author, a modern-day Dale Carnegie, offers explanations on how to wield the most influence in the digital age: Push Technologies like presentations, e-mails and Twitter are discussed as active means of enchanting others, while Pull Technologies like Facebook, YouTube and LinkedIn passively

draw them in. The author's suggestions for achieving likeability and trustworthiness, as well as overcoming resistance, are thoroughly explained and can easily translate from the workplace to the real world.

Kawasaki makes good use of subheads and bullet points, rendering information in a searchable format. He ends each chapter with an anecdote that illuminates the effectiveness of his techniques—while it's not original, it's effective. The author's trademark light and airy style is on display, but it's his humor and empathy that makes the heavy use of BusinessSpeak and buzzwords more easily palatable.

Informative, concise guide from one of America's most influential and, yes, enchanting entrepreneurs.

Review "Read this book to create a company as enchanting as Apple."

-Steve Wozniak, co-founder of Apple

"Guy's book captures the importance - and the art - of believing in an idea that delivers something entirely unique to the customer. The power of a really good idea to transform the marketplace and individual customer experiences is huge, and this book offers a wealth of insights to help businesses and entrepreneurs tap into that potential."

-Sir Richard Branson, Founder of the Virgin Group

"Kawasaki provides insights so valuable we all wish we'd had them first."

-Robert B. Cialdini, author of *Influence: Science and Practice*

"The best overall treatise on interpersonal relationships since Dale Carnegie wrote *How to Win Friends and Influence People*."

-Michael Gartenberg, research director, Gartner

"Guy has written the small-business manifesto. There is nothing more important for entrepreneurs than to enchant their customers, and Guy explains exactly how to do this."

-Jane Applegate, small-business management expert and author of *201 Great Ideas for Your Small Business*

"Guy teaches you how to pull gems from people's hearts and minds and how to become an effective practitioner of life's crucial domains. Clearly, I taught him well."

-Dr. Phil Zimbardo, professor emeritus of psychology, Stanford University

"You feel it when you drive a BMW, touch an Apple iPad, shop in a Sephora store, or buy shoes from Zappos. Kawasaki reveals how you can deliver the same enchanting experiences as these famous brands."

-Robert Scoble, Rackspace videoblogger

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