

The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!

By Kevin Hogan

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New secrets to getting what you want every time
The Science of Influence shows readers how to get anyone to say "yes" in eight minutes or less. Synthesizing the latest research in the field of influence with real-world tested experiences, it presents simple secrets that help readers turn a "no" into a "yes." Every secret in this book has been rigorously tested, validated, and found reliable academically and in the real world.
Readers learn dozens of all-new techniques and strategies for influencing others including how to reduce resistance to rubble; send unconscious nonverbal messages that are consciously undetectable; make people feel instantly comfortable in your presence; decode body language; build credibility; and be persistent without being a pain.
The Science of Influence turns the enigmatic art of influence and persuasion into a science anyone can master.
Kevin Hogan, PsyD (Eagan, MN), is a dynamic motivational speaker and expert on unconscious influence and body language for the BBC, the New York Post, and such popular magazines as Cosmopolitan and Playboy. He teaches Persuasion and Influence at the University of St. Thomas Management Center. He is the author of 12 books including bestsellers such as Irresistible Attraction: Secrets of Personal Magnetism and The Psychology of Persuasion.

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The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! By Kevin Hogan Bibliography

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Editorial Review

From the Inside Flap
In the last decade, scientific research has revealed new and amazing insights into how persuasion really works. For The Science of Influence, persuasion expert Kevin Hogan examined and road-tested all the newest research and tactics in influence and here presents the best new ideas and strategies. Coupled with the most effective of the traditional persuasion techniques, this book offers a simple, concise, and practical compendium of what works and what doesn't.

For salespeople, marketing professionals, and anyone who persuades others for a living, there's no excuse for not having the newest, most effective tools and tactics at hand—and this book provides them. Hogan combines these techniques into a revolutionary system that will get anyone to say "yes" in eight minutes or less.

With a wealth of the best new ideas and techniques—as well as secrets of persuasion never before revealed—The Science of Influence will show you how to:

- Present a convincing physical appearance
- Read and send powerful and effective body language messages
- Turn on the charm for maximum effect
- Make your target feel comfortable talking to you
- Ask questions to learn about your target's values, desires, needs, and beliefs
- Use secret tools to build credibility fast
- Convince your target of the negative consequences of a "no"
- Be persistent—but not annoying

The Science of Influence also reveals the hard science behind the most effective techniques—how the surrounding environment affects your listener, how they form habits and routines (and how to break them), and how the conscious and unconscious minds work. More than just a book about salesmanship, this book will change the way you communicate with coworkers and clients, family and friends. It's the Holy Grail of persuasion—a proven system for turning a "no" into a "yes."

From the Back Cover
THE SCIENCE OF INFLUENCE

"Want to influence others? Want to persuade others? Want to sell others? Then this book is not an option—it's a landmark breakthrough of information you can use the minute you read it."
Jeffrey Gitomer, author of The Sales Bible and The Little Red Book of Selling

"I shudder to think what an evil-minded person might do with these secrets of persuasion, but I also marvel at what good someone else could do, as well. An astonishing, eye-opening, even amazing work."
Joe Vitale, author of The Attractor Factor

"Kevin Hogan is that rarest of breeds: an expert who not only is master of his subject, but also understands how to teach it masterfully. No one in the business of influencing others—and who isn't?—can afford to be without this book."

Richard Brodie, author of Virus of the Mind

"Kevin Hogan has written that rare how-to book on the topic of persuasion that is rooted in current psychology research.¿The Science of Influence is an intelligent, practical, entertaining, and provocative guide."
Professor Robert Levine, author of The Power of Persuasion: How We're Bought and Sold

"Influence used to be an art. Thanks, in large part, to Hogan, it is now a science. He is the obvious expert in the field of persuasion, and this book is the most authoritative work on the subject today."
Elsom Eldridge Jr., coauthor of How to Position Yourself as the Obvious Expert

"Kevin Hogan's book is a must-read for everyone who wants a high level of success. There is one secret in Chapter 11 that makes the book worth more than ten times the price. I bought twenty advance copies to give them away to my family, my good friends, and everyone who works for me."
Frank J. Candy, MBA, PGA, CPC, President, American Speakers Bureau®

"This book's message will become the formula for influencing change in the workplace and personally, especially in these difficult and changing times."¿
Richard Harte, PhD, author of¿What's Keeping Your Customers Up at Night?

About the Author
KEVIN HOGAN is a body language and unconscious influence expert for the BBC and popular magazines like Cosmopolitan, Playboy, and Maxim. He teaches persuasion and influence at the University of St. Thomas Management Center and frequently analyzes the behavior of White House figures for the media. He has also trained managers and leaders from Boeing, Microsoft, Starbucks, 3M, and the United States Postal Service, among other large companies.

Users Review

From reader reviews:

Christina Ochs:

Why don't make it to become your habit? Right now, try to ready your time to do the important behave, like looking for your favorite publication and reading a reserve. Beside you can solve your condition; you can add your knowledge by the reserve entitled The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!. Try to stumble through book The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! as your buddy. It means that it can to become your friend when you truly feel alone and beside that of course make you smarter than ever before. Yeah, it is very fortuned for yourself. The book makes you much more confidence because you can know everything by the book. So , let us make new experience and also knowledge with this book.

Maritza Berry:

The book untitled The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! is the publication that recommended to you to see. You can see the quality of the e-book content that will be shown to an individual. The language that article author use to explained their way of doing something is easily to understand. The author was did a lot of exploration when write the book, therefore the information that they

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Betty Blake:

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Doris Whobrey:

The book The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! has a lot of information on it. So when you read this book you can get a lot of advantage. The book was compiled by the very famous author. The writer makes some research before write this book. This particular book very easy to read you may get the point easily after reading this article book.

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