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An “entertaining” look at the psychology and neuroscience behind the act of influencing others (Kirkus Reviews). People try to persuade us every

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day. From the news to the Internet to coworkers and family, everyone and everything wants to influence our thoughts in some way. And in turn, we hope to persuade others. Understanding the dynamics of persuasion can help us to achieve our own goals—and resist being manipulated by those who don't necessarily have our best interests at heart.

Psychologist Kevin Dutton has identified a powerful strain of immediate, instinctual persuasion, a method of influence that allows people to disarm skepticism, win arguments, and close deals. With a combination of astute methods and in-depth research in the fields of psychology and neuroscience, Dutton's fascinating and provocative book: Introduces the natural super-

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persuaders in our midst: Buddhist monks, magicians, advertisers, con men, hostage negotiators, and even psychopaths. Reveals which hidden pathways in the brain lead us to believe something even when we know it's not true. Explains how group dynamics can make us more tolerant or deepen our extremism. Illuminates the five elements of SPICE (simplicity, perceived self-interest, incongruity, confidence, and empathy) for instantly effective persuasion. "[Split-Second Persuasion] offers some powerful insights into the art and science of getting people to do what you want." —New Scientist

'What if I were to tell you that a psychopathic arsonist

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might also be the person most likely to save you from a burning building?' *This book is about a special kind of persuasion: 'flipnosis'. It has an incubation period of just seconds, and can instantly disarm even the most discerning mind. Flipnosis is black-belt mind control. It doesn't just turn the tables, it kicks them over. *From the malign but fascinating powers of psychopaths, serial killers and con men to the political genius of Winston Churchill - via the grandmasters of martial arts, Buddhist monks, magicians, advertisers, salesmen, CEOs and frogs that mug each other - Kevin Dutton's brilliantly original and revelatory book explores what cutting-edge science can teach us about the techniques of persuasion.

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Psychopath. The word conjurs up images of serial killers, rapists, suicide bombers, gangsters. But think again: you could probably benefit from being a little more psychopathic yourself. Psychologist Kevin Dutton has made a speciality of psychopathy, and is on first-name terms with many notorious killers. But unlike those incarcerated psychopaths, and all those depicted in movies and crime fiction, most are not violent, he explains. In fact, says Prof Dutton, they have a lot of good things going for them. Psychopaths are fearless, confident, charismatic and focused--qualities tailor-made for success in today's society. The Wisdom of Psychopaths is an intellectual

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rollercoaster ride that combines lightning-hot science with unprecedented access to secret monasteries, Special Forces training camps, and high-security hospitals. In it, you will meet serial killers, war heroes, financiers, movie stars and attorneys--and discover that beneath the hype and popular characterization, psychopaths have something to teach us. Like the knobs on a mixing deck, psychopathy is graded. And finding the right combination of psychopathic traits, sampled and mixed at carefully calibrated volumes, can put us ahead of the game.

An enlightening and entertaining look at how to use your inner psychopath to get the most out of LIFE.

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What is a good psychopath? And how can thinking like one help you to be the best that you can be?

Professor Kevin Dutton has spent a lifetime studying psychopaths. He first met SAS hero Andy McNab during a research project. What he found surprised him. McNab is a diagnosed psychopath but he is a GOOD PSYCHOPATH. Unlike a BAD PSYCHOPATH, he is able to dial up or down qualities such as ruthlessness, fearlessness, conscience and empathy to get the very best out of himself -- and others -- in a wide range of situations. Drawing on the combination of Andy McNab's wild and various experiences and Professor Kevin Dutton's expertise in analysing them, together they have explored the ways in which a good

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psychopath thinks differently and what that could mean for you. What do you really want from life, and how can you develop and use qualities such as charm, coolness under pressure, self-confidence and courage to get it? The Good Psychopath's Guide to Success gives you a unique and entertaining road-map to self-fulfillment both in your personal life and your career.

Over one million copies sold and nine months on the New York Times bestseller list! For readers of the bestsellers Atomic Habits and Never Split the

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Difference—this bestselling classic will teach you to hone your intuition to effectively communicate and negotiate...making sure you win every time. These groundbreaking methods will yield remarkable results! YES, YOU CAN WIN! Master negotiator Herb Cohen has been successfully negotiating everything from insurance claims to hostage releases to his own son's hair length and hundreds of other matters for over five decades. Ever since coining the term "win-win" in 1963, he has been teaching people the world over how to get what they want in any situation. In clear, accessible steps, he reveals how anyone can use the three crucial variables of Power, Time, and Information to always reach a win-win negotiation. No

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matter who you're dealing with, Cohen shows how every encounter is a negotiation that matters. With the tools and skill sets he has devised, honed, and perfected over countless negotiations, the power of getting what you deserve is now a practical necessity you can fully master. "Flawlessly organized." —Kirkus Reviews

Over thirty different examples of situations and ideas to show you how you can change your approach and change your life . . . Looking to nail an INTERVIEW? Want to make a better first impression on a DATE? Trying to make your MONEY go further? Bet you never thought being a bit more PSYCHOPATH could be the

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answer. Time to grab that bullsh*t by the horns! Dr KEVIN DUTTON studies psychopaths and his latest subject is SAS hero ANDY MCNAB. Andy's a bit different, he's a GOOD PSYCHOPATH. He can control qualities like decisiveness, ruthlessness and fearlessness to get the BEST out of himself and life. Together, this unlikely duo has established what they call the SEVEN DEADLY WINS, the good psychopathic quirks that can help make you more SUCCESSFUL. And now it's time to put their theories to the test. SORTED! THE GOOD PSYCHOPATH'S GUIDE TO BOSSING YOUR LIFE offers a new approach to the everyday to help you get more out of life than it gets out of you.

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A noted attorney gives detailed instructions on winning arguments, emphasizing such points as learning to speak with the body, avoiding being blinding by brilliance, and recognizing the power of words as a weapon. Reprint.

How do some people bounce back with vigor from daily setbacks, professional crises, or even intense personal trauma? This book reveals the key traits of those who emerge stronger from challenges, helps you train your brain to withstand the stresses of daily life, and presents an approach to an effective career reboot. This volume includes the work of: Daniel

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Goleman Jeffrey A. Sonnenfeld Shawn Achor This collection of articles includes "How Resilience Works," by Diane Coutu; "Resilience for the Rest of Us," by Daniel Goleman; "How to Evaluate, Manage, and Strengthen Your Resilience," by David Kopans; "Find the Coaching in Criticism," by Sheila Heen and Douglas Stone; "Firing Back: How Great Leaders Rebound After Career Disasters," by Jeffrey A. Sonnenfeld and Andrew J. Ward; and "Resilience Is About How You Recharge, Not How You Endure," by Shawn Achor and Michelle Gielan. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard

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Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

How can you win when the only certainty is change? Highly accessible, lively and inspiring, Velocity draws upon the authors' unique perspectives and experiences to present seven timeless new laws for businesses and individuals in a world that is

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dominated by rapid change and digital technology. Written as a fascinating and enjoyable conversation between the authors – Stefan Olander, Vice President of Digital Sport from Nike and Ajaz Ahmed founder and Chairman AKQA – Velocity's up-to-date examples illustrate key lessons, together with insights, ideas and inspiration that individuals and businesses should adopt to thrive in the digital age. Velocity shares the vision and values required to succeed with the untold backstories to influential and iconic innovation. Fast paced, useful, provocative and highly motivating, Velocity is a management book that will arm you with actionable ideas to define your future. Features: - 4 Velocity principles: Speed, Direction, Acceleration,

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Discipline. - 7 Laws, including 'A Smith & Wesson beats four aces', 'It's easier done than said', 'Convenient is the enemy of right' and 'No good joke survives a committee of six'.

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Split-Second Persuasion Flipnosis The Wisdom of
Psychopaths The Good Psychopath's Guide to Success
Words that Change Minds You Can Negotiate Anything

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Sorted! How to Argue & Win Every Time Resilience
(HBR Emotional Intelligence Series) Velocity Go Mad
The Introvert's Way How to Argue with a Cat
Symptoms of Unknown Origin Yes! Spy the Lie The
Flight from Intimacy Animals and Psychedelics How to
be Really Well Informed in Minutes Managerialism
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