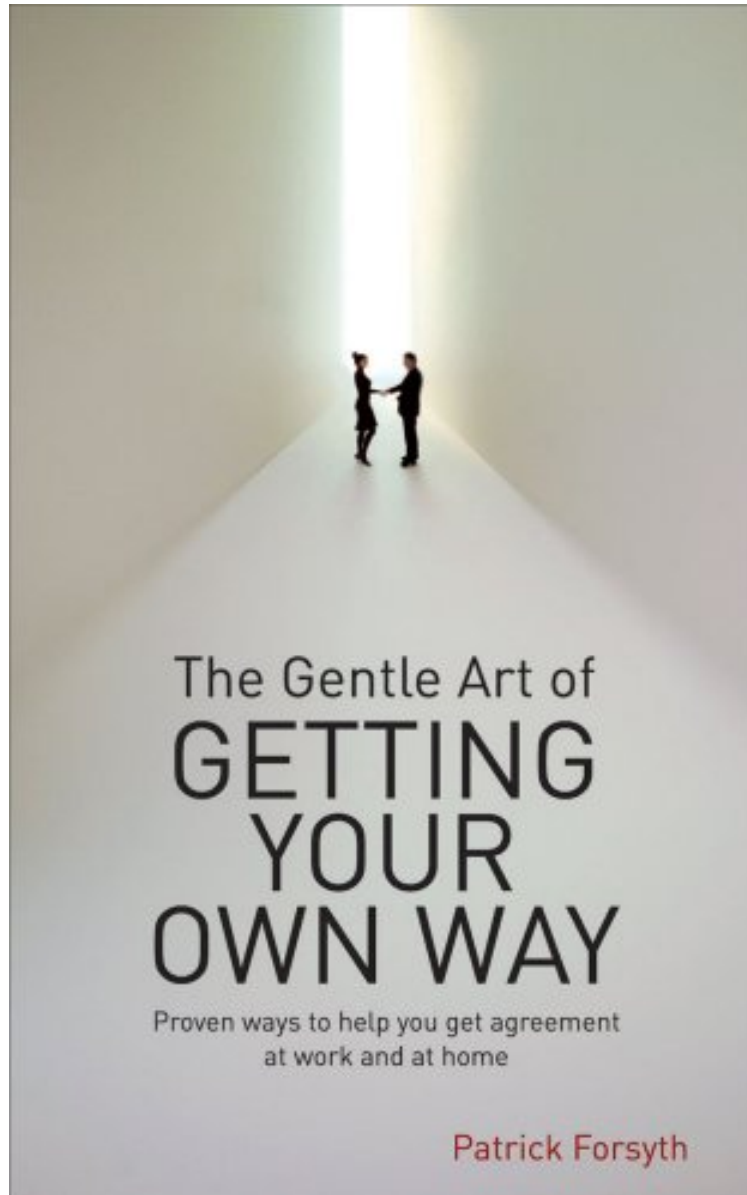


[PDF] The Gentle Art of Getting Your Own Way

The Gentle Art of Getting Your Own Way

Patrick Forsyth

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Patrick Forsyth : The Gentle Art of Getting Your Own Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Gentle Art of Getting Your Own Way:

It's just so basic, isn't it? Every day in so many ways we all need to secure something — from the boss, work colleagues, at a meeting or even at home. Here are the techniques that help to create and present powerful cases.

These methods are all very accessible and illustrated by anecdotes that show how they are used in both work and non-work situations. You might say that these are the techniques that help other people to decide correctly! And always in your favour.

About the Author Patrick Forsyth runs Touchstone Training Consultancy, an independent firm based in the UK specialising in marketing consultancy, research and training on marketing issues, sales, communication and management skills. He is a consultant of more than twenty years experience and was a Director of a major consulting organisation before starting his own firm in 1990. Previously he began his career in publishing, holding sales, sales management and marketing positions, subsequently working for a management institute before moving into consultancy. His work has spanned many industries, and also many countries. In training he conducts tailored in-company courses and individual tutorials. He also conducts public seminars and has presented regularly for a variety of organisers including The Institute of Management and similar bodies overseas. He is the author of many successful business, self-help and career books, including *How to Craft Successful Business Presentations*. His books have been translated into more than twenty different languages.