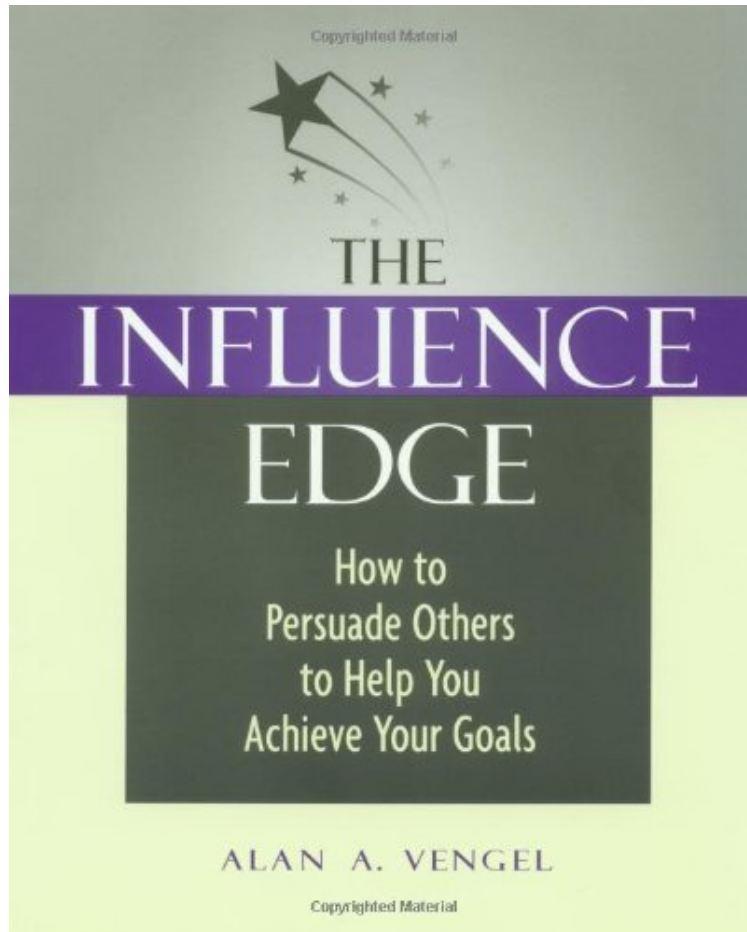


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# The Influence Edge: How to Persuade Others to Help You Achieve Your Goals

Alan Vengel

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**Alan Vengel : The Influence Edge: How to Persuade Others to Help You Achieve Your Goals** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Influence Edge: How to Persuade Others to Help You Achieve Your Goals:

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real business situations. The techniques show how to influence without authority, sell your ideas, and build better relationships. The "push-pull energy" concept is impressive. Two very different ways of influencing people and mastering how to influence when and how. The exercises throughout the book definitely show you how to use it to design a very sophisticated and effective influence strategy. Master the artful skill of influence and adopt the techniques in a unique fashion. It's the Time factor and thought management to apply and sure, achievements drive your way to influence and reach your goals. After all, Influence makes a Big Difference in Life! So cut the Edge and there, you reach the goals!

In order to succeed in the new business environment, workers must learn how to influence people over whom they have no direct control. In this book, an experienced organizational consultant shows readers how to build alliances and persuade peers, not just boss them around. He uses case studies and anecdotes from his own practice to illustrate specific tactics that can be used in any work situation.

From the Publisher OLD-SCHOOL top-down organizational behavior won't cut it anymore. Direct chain-of-command hierarchies are obsolete, fast giving way to networked, team-oriented organizations. To be successful, the ability to influence others—especially others over whom you have no direct control—is a must. You have to build alliances and persuade people, not boss them around. The ability to influence people isn't something you're born with, it's a skill anyone can acquire. In his new book, *The Influence Edge*, experienced organizational consultant Alan Vengel teaches the influence skills needed to enlist the cooperation of others, inside and outside the organization, to achieve your professional goals. Drawing on case studies and illustrative anecdotes from his consulting practice, Vengel introduces a powerful system of influence initiatives and strategic thinking that anyone can apply to almost any work situation. *The Influence Edge* details specific influence tactics that can lead to workplace success. It provides a nuts and bolts guide for planning for a real influence situation, and shows exactly how to map out a strategy. And *The Influence Edge* goes deeper into the influence realm to show how to build better long-term rapport, even with really difficult people. An interactive self-study guide, *The Influence Edge* offers immediate hands-on applications. Its heavily tested, practical insights are embodied in a variety of exercises that help readers evaluate their progress, reflect deeply on what they've read, and build a personal strategy for increasing their influence edge. Vengel equips readers to influence without authority, sell ideas, and build relationships. *The Influence Edge* is designed to be used again and again. It provides a complete toolkit for turning the often disorderly and seemingly impossible task of getting someone else to help you achieve your goal into an entirely viable process of analysis, preparation, and action.

About the Author NULL