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Asserting Yourself: A Practical Guide for Positive Change (Revised edition)

By Sharon A. Bower, Gordon H. Bower

The Perseus Books Group. Paperback. Book Condition: new. BRAND NEW, Asserting Yourself: A Practical Guide for Positive Change (Revised edition), Sharon A. Bower, Gordon H. Bower, The classic best-selling step-by-step program for becoming more assertive. Utilizing a number of techniques from behavior-change psychology, speech, communications, and acting, the authors Sharon and Gordon Bower outline an effective assertiveness program to help people improve their self-esteem, articulate their opinions, and develop meaningful relationships. Exercises and examples throughout-including the celebrated "DESC scripts" (describe, express, specify, consequences)-allow readers to practice the program, adapt it to their own lives, and evaluate their progress. For both personal and professional use, Asserting Yourself is the classic guide to building confidence and taking a stand.



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