



Creative Abundance; The Psychology of Ability and Plenty

By Bernard C Ruggles

Theclassics.Us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1921 edition. Excerpt: . Unconactoua influence Ne of the greatest sources of selling power in the business world is personality. The same power persuades in every other field of activity as well. There is a persuasion to personality which works with or without consent. By personality I mean the accepted definition of Webster, the personal characteristic or quality of mind. Robertson, the great English preacher, defines it thus: Personality is made up of three attributes--character, consciousness, will. The activity of these attributes, the quality of character, the intensity of consciousness and the fixity of will, make up that sweep of individuality which is immeasurable. One can take extensive courses in business phychology or can get a selling method based upon a shrewd manipulation of human nature. But alas! too often the quality of the method does not bear the test of time or insure the permanent good...



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