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Depois de passar anos caindo na lábia de vendedores, arrecadadores de doações e operadores de telemarketing, o psicólogo Robert B. Cialdini resolveu se dedicar ao estudo da persuasão. Ele gueria entender quais são os fatores que levam uma pessoa a dizer "sim" a um pedido e que técnicas exploram melhor esses fatores. Reunindo dados das mais recentes...

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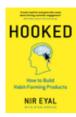
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Ingen kan komme udenom branding. Små og store virksomheder, politikere, erhvervsledere, jobsøgende - alle der ønsker at skille sig ud fra mængden og få en plads i nogens bevidsthed. Med denne håndbog får du mange nyttige råd og eksempler på hvordan succesfuld branding kan foregå, men også hvordan det kan slå fejl. Alt afhænger af situationen. ...

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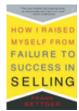
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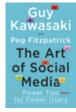
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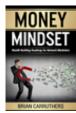
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