



## Adversaries into Allies: Win People Over Without Manipulation or Coercion

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By Bob Burg

Penguin Books India Pvt. Ltd., New Delhi, 2013. Soft cover. Book Condition: New. The Sages asked, Who is mighty? and answered, those who can control their own emotions and make of an enemy a friend. In the bestselling book *The Go-Giver*, Bob Burg and John David Mann revolutionized the way we think about success via one very simple lesson: Shifting ones focus from getting to giving (constantly and consistently providing value to others) is both very fulfilling and the most profitable way to do business. Now Burg is back with a new book, offering deeper insight into what it means to be truly influential and providing powerful strategies for mastering the art of winning people over. Faced with the task of persuading someone to do what we want, most of us expect, and often encounter, resistance. We see the other person as an adversary and often resort to coercion or manipulation in order to get our way. But while this approach might at times bring us short-term results, it leaves people with a bad feeling about themselves and about us. At that point, our relationship with the person is weakened and our influence dramatically decreased. There is a better way....



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