



Persuasion Equation: The Subtle Science of Getting Your Way

Mark Rodgers

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How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success. Merging research and real-world application, this insightful guide reveals what really drives decisions and introduces readers to the persuasion equation - a powerful combination of factors proven to speed agreement. Readers will discover the surprising reasons people say "yes" and learn how to: radiate an aura of expertise; win trust and leverage credibility; build a business case that appeals to both heart and mind; adapt for personality, gender, and generational differences; use language strategically; perfect the five-step persuasion process; generate group buy-in; and master organizational politics. From crafting compelling emails to convincing a colleague to nailing the big presentation, Persuasion Equation is your personal recipe for success.

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