



the techniques a person should implement to become a master persuader. Altering a listener’s attitudes, beliefs, or experiences isn’t necessary, says Cialdini—all that’s required is for a communicator to redirect the audience’s focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, “Yes.” His book is “an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson” (Forbes). The rules of communication are radically different than ever before. Standing out and being counted is no longer just an advantage. It is a necessity. You are your own brand and, unless you learn how to shine, you’ll be left behind. Whether you are looking to get a promotion, become a better leader, master public speaking, build your business, sell more, improve your love life, social life or even your networking skills, you need to be more effective at engaging people – you need to be more effective at branding yourself and making an impact on others. Charisma is a must. And here's the good news: You can learn it. Find out: The secrets that the best speakers, screenwriters, comedians, politicians and gurus know about impacting their audience. The keys to supreme self-confidence and high self-esteem. How you can use your body, voice and energy to influence others. How to create an irresistible first impression, instantly. What only the very best business leaders, sales people, marketing executives, advertisers and world class negotiators all understand about winning the hearts and minds of their teams and customers. Charisma is often misunderstood as a quality that some people have but others don’t. In this book you’ll learn how, in reality, charisma is an impression you create in the mind of another person which can be improved and mastered by anyone, including you.

I linguaggi della persuasione

From Ritualized Speech to Social Order

come e perché si finisce col dire si

Persuasione e seduzione. Nella clinica, nella formazione e nella vita privata

The Chorus, the City and the Stage

small changes that spark big influence

More wide-ranging in its implications than the English 'music', mousike lay at the heart of Greek culture, and was often indeed synonymous with culture. These essays analyse the theory and practice of musical performance in a variety of social contexts demonstrating the centrality of mousike.

Vols. include an "acquisitions supplement" listing the Museum's acquisitions for the preceding year.

The first major study of a central cultural institution of classical Athens.

Serving Athena

Inconsistencies in Greek and Roman Religion

Transition and Reversal in Myth and Ritual. Tome II

Studies in Post-Classical Greek Literature and its Reception

La nobile arte della persuasione

Volume 24, 1996

The gods were the true heroes of Rome. In this major new contribution to our understanding of ancient history, Jörg Rüpke guides the reader through the fascinating world of Roman religion, describing its unique characteristics and bringing its peculiarities into stark relief. Rüpke gives a thorough and engaging account of the multiplicity of cults worshipped by peasant and aristocrat alike, the many varied rites and rituals daily observed, and the sacrifices and offerings regularly brought to these immortals by the population of Ancient Rome and its imperial colonies. This important study provides the perfect introduction to Roman religion for students of Ancient Rome and Classical Civilization.

The volume deals with the relationship between dialogue and rhetoric. The actual state of the art in dialogue analysis is characterized by a tendency to overcome the distinction between competence and performance and to combine components from both sides of the dichotomy, in a way which includes rules as well as inferences. The same is true of rhetoric: the guidelines proposed here no longer state that rationality and persuasion are mutually exclusive but suggest that they interact in what might be called the 'mixed game'. The concept of a dialogic rhetoric thus poses the question of how to integrate the different voices. Part I of the volume assembles several 'rhetorical paradigms' which are applied to real-life performance. Part II on 'rhetoric in the mixed game' contains a selection of papers which illustrate the interaction of various components. The Round Table discussion in Part III brings proponents of different paradigms face to face with each other and shows how they justify their own positions and present arguments against rival paradigms.

L'ebook di Giacomo Bruno offre al lettore una serie di informazioni specifiche sugli atteggiamenti e i comportamenti da assumere per avere successo in ogni tipo di relazione. Le conoscenze e le strategie qui esposte portano a capire con chiarezza come funziona il linguaggio, come reagisce l'essere umano quando si trova in determinate situazioni e in certi contesti. Nel momento in cui si conoscono i modelli che la Programmazione Neuro-Linguistica ha scoperto, qualsiasi individuo è più libero di scegliere come gestire la sua comunicazione; in particolare sarà in grado di decidere consapevolmente se dare o meno una suggestione o, nel caso essa provenga da un'altra persona, se accettarla o rifiutarla. Il concetto base che permea l'intero lavoro di Giacomo Bruno è che quando non si conoscono le varie dinamiche di approccio, quando non si è consapevoli di tutte queste sfumature di precisione presenti nel linguaggio, si rischia di dare, a chi sta intorno, un'impressione sbagliata sulla propria persona. Grazie alle tecniche descritte nell'ebook, invece, si può imparare a gestire al meglio il proprio modo di comunicare.

Nothing to Do with Dionysos?

A Conversation on Democracies, Ancient and Modern

Le armi della persuasione

Secrets of the Psychics

Il codice della persuasione

Memoriae Igor M. Diakonoff

For more than fifteen years, Italian investigator Massimo Polidoro has examined dozens of supposedly paranormal events, some of them famous historical incidents, others contemporary claims of psychics, mediums, healers, human magnets, a girl with X-ray eyes, and the like.

This fascinating book brings together the results of his investigations, presenting in-depth discussions of the evidence and the claims for each individual case.Among the historical events discussed are the Feilding Report on Eusapia Palladino, the most valued account of séances performed by this famous medium; the relationship between renowned magician and skeptic Harry Houdini and mystery writer Arthur Conan Doyle, a firm believer in mediums and spiritualism; the case of Margery, the blond witch of Lime Street; and other equally strange happenings.Turning to contemporary paranormal claimants, Polidoro reveals the secrets of a Russian psychic; carefully examines demonstrations of psychokinesis; considers the evidence for some modern-day miracles; exposes the tricks of Indian gurus; and pursues many other interesting claims. In addition, he explores the psychology of psychic deception, considering mechanisms of deception and the unreliability of eyewitness testimony.This intriguing examination of the bizarre and the strange by a top-notch investigator will interest both skeptics and believers alike.Massimo Polidoro is executive director of the Italian Committee for the Investigation of Claims of the Paranormal, editor of Scienza & Paranormale (Science and the Paranormal), and author of twelve books on the paranormal.

The Etruscans can be shown to have made significant, and in some cases perhaps the first, technical advances in the central and northern Mediterranean. To the Etruscan people we can attribute such developments as the tie-beam truss in large wooden structures, surveying and engineering drainage and water tunnels, the development of the foresail for fast long-distance sailing vessels, fine techniques of metal production and other pyrotechnology, post-mortem C-sections in medicine, and more. In art, many technical and iconographic developments, although they certainly happened first in Greece or the Near East, are first seen in extant Etruscan works, preserved in the lavish tombs and goods of Etruscan aristocrats. These include early portraiture, the first full-length painted portrait, the first perspective view of a human figure in monumental art, specialized techniques of bronze-casting, and reduction-fired pottery (the bucchero phenomenon). Etruscan contacts, through trade, treaty and intermarriage, linked their culture with Sardinia, Corsica and Sicily, with the Italic tribes of the peninsula, and with the Near Eastern kingdoms, Greece and the Greek colonial world, Iberia, Gaul and the Punic network of North Africa, and influenced the cultures of northern Europe. In the past fifteen years striking advances have been made in scholarship and research techniques for Etruscan Studies. Archaeological and scientific discoveries have changed our picture of the Etruscans and furnished us with new, specialized information. Thanks to the work of dozens of international scholars, it is now possible to discuss topics of interest that could never before be researched, such as Etruscan mining and metallurgy, textile production, foods and agriculture. In this volume, over 60 experts provide insights into all these aspects of Etruscan culture, and more, with many contributions available in English for the first time to allow the reader access to research that may not otherwise be available to them. Lavishly illustrated, The Etruscan World brings to life the culture and material past of the Etruscans and highlights key points of development in research, making it essential reading for researchers, academics and students of this fascinating civilization.

Quando parliamo con qualcuno lo influenziamo. E se anche non diciamo nulla, il nostro silenzio lo influenza. La comunicazione cambia la neurochimica dei cervelli, cosa che raramente accettiamo per il timore di passare per manipolatori, ma, consciamente o meno, tutti manipoliamo i pensieri, i sentimenti e le azioni delle persone. Oggi la capacità di comunicare è ritenuta ancora più importante dell'ambizione, dell'educazione, del lavoro e anche delle competenze tecniche.

The Etruscan World

Le armi della persuasione. Come e perché si finisce col dire di si

Pre-Suasion

A Revolutionary Way to Influence and Persuade

Music and Image in Classical Athens

Nove secondi per convincere. Il marketing telefonico efficace