



Comment convaincre en toute situation ?: Techniques imparables d'argumentation persuasive (Coaching pro t. 54) (French Edition)

Christophe Peiffer, 50 minutes

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Un guide pratique et accessible pour devenir un maître de l'argumentation

Convaincre son interlocuteur, quel qu'il soit, du bien-fondé de son opinion... Voilà une démarche bien compliquée, voire vouée à l'échec, dans l'esprit de certains ! Et c'est vrai, elle demande une certaine éloquence et un peu de confiance en soi ; bref, rien qui ne puisse s'acquérir avec un petit investissement personnel, une bonne préparation et la mise en pratique de quelques méthodes de base !

Ce livre vous aidera à :

- Comprendre le fonctionnement d'une bonne argumentation
- Déployer des techniques de persuasion efficaces
- Convaincre votre interlocuteur quel que soit votre sujet
- Et bien plus encore !

Le mot de l'éditeur :

« Avec l'auteur, Christophe Peiffer, nous avons cherché à présenter aux lecteurs quelques règles simples pour améliorer ses qualités d'orateur. La fiche commence ainsi par explorer les nuances qui existent entre la persuasion et la manipulation avant de s'attarder sur de nombreux conseils liés à nos comportements relationnels et aux techniques de persuasion proprement dites. » Laure Delacroix

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