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# Getting What You Want—The Power of Persuasion

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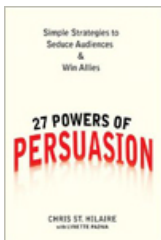
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Being a boss is a lot like being the parent of a teenager. You spend the majority of your time trying to get people to do what they don't want to do.

And just like the kids, you're met with the same type of resistance—the rolling eyes, the blank stares—or my favorite, the arms tightly crossed at the chest (the Berlin Wall of body language as in "I'm not listening!!!! You're boring me!!!! You can't pass through here!!!!").

Be it a parent or a boss, getting people to do what they don't want to do, takes a lot of cajoling, begging, threats—in short, it takes persuasion. Some people are very good at persuading others to do what they don't want to do, others fail miserably.



Now there is hope for those lacking in persuasive powers.

**"27 POWERS OF PERSUASION: Simple Strategies To Seduce Audiences & Win Allies"** offers readers some powerful new ideas on how to get others to follow you. The author, Chris St. Hilarie says focusing on everyone else's ego and needs (instead of your own) is the most important practice for success in the workplace.

So if you're stuck and find all too often you have to resort to saying, "Because I said so", read on. I've asked the author to submit a **Guest Author Blog** so that you can learn five easy lessons from those leading CEOs who truly have the power to persuade.

And - to read an excerpt of **"27 POWERS OF PERSUASION: Simple Strategies To Seduce Audiences & Win Allies"** [click here](#).

**CONTINUED: Guest Author Blog 'POWERS OF PERSUASION'**

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