



Influencer: The New Science of Leading Change, Second Edition (Paperback) (Hardback)

By Joseph Grenny, Kerry Patterson, David Maxfield

McGraw-Hill Education - Europe, United States, 2013. Hardback. Condition: New. 2nd edition. Language: English . Brand New Book. CHANGE YOUR COMPANY. CHANGE THE LIVES OF OTHERS. CHANGE THE WORLD. An INFLUENCER leads change. An INFLUENCER replaces bad behaviors with powerful new skills. An INFLUENCER makes things happen. This is what it takes to be an INFLUENCER. Whether you re a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We learn to cope rather than learning to influence. From the bestselling authors who taught the world how to have Crucial Conversations comes the new edition of Influencer, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You ll be taught each and every step of the influence process--including robust strategies for making change inevitable in your personal life, your business, and your world. You ll learn how to: Identify high-leverage behaviors that lead to rapid and profound change Apply...

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