



How to Influence Others at Work

Dick McCann

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Being able to influence others is absolutely vital to the business manager who is not only responsible for their own destiny, but also the well-being of their staff and the future of their company. Getting people to do what you want them to has occupied the minds of generations of scholars, not to mention dictators. Among the former, the psychologist Carl Jung was perhaps the most prominent. His concepts of the extroverted and introverted personality, of archetypes and of the unconscious are now widely accepted.

However, to understand and benefit properly from Jung, you need years of training. Fortunately though, Professor McCann has adapted Jung's ideas to the workplace and made them easy for us to understand. Not only that, in *How to Influence Others at Work*, he also combines his own remarkable techniques with those of neurolinguistics, resulting in an easy to digest volume which shows how all of us can use influence to our own ends.

In this second edition the author has included a new chapter on communication channels. This chapter gives practical guidance on how to improve awareness in all aspects of communications.

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