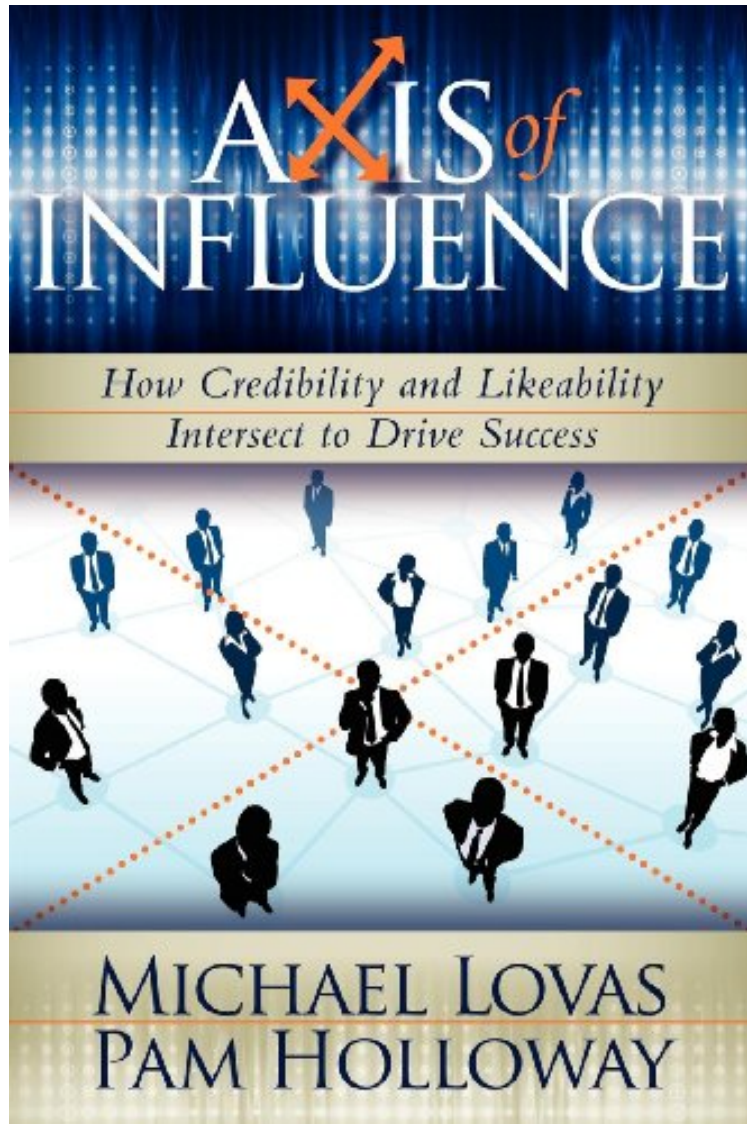


(Download pdf) Axis of Influence: How Credibility and Likeability Intersect to Drive Success

Axis of Influence: How Credibility and Likeability Intersect to Drive Success

Michael Lovas, Pam Holloway
audiobook / *ebooks / Download PDF / ePub / DOC



DOWNLOAD



READ ONLINE

#1728721 in eBooks 2009-04-01 2009-04-01 File Name: B009VJ48O0 | File size: 20.Mb

Michael Lovas, Pam Holloway : Axis of Influence: How Credibility and Likeability Intersect to Drive Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Axis of Influence: How Credibility and Likeability Intersect to Drive Success:

3 of 3 people found the following review helpful. Well-researched. Highly readable. Very practical. By Dianna Booher Much has been written about credibility--but not more comprehensively than Lovas and Holloway in this book. They have built upon the work of researchers such as Kouzes and Posner in their link between leadership and

credibility and added one KEY factor to the equation: likeability. The authors' central message: Many credible people never find a ready audience for their work, and many likeable people never become credible. But marry the two characteristics--credibility and likeability--and you have a winning combination. Further, the authors take the ingredients of likeability and credibility and make them tangible--and marketable. In short, their book tells sales professionals, managers, and consultants how their language, appearance, personality, hallway reactions, and marketing materials all reflect these two characteristics. Well-researched. Highly readable. Very practical. 4 of 4 people found the following review helpful. The Social Influence of Liking Leads to Your Improved Credibility By James East In the short book by the authors Michael Lovas and Pam Holloway, they tell us about how our likability can lead to an improvement in our credibility within the business world. This is mainly for reasons of potential sales as the target audience is for businessmen and women involved in the client/customer relationship. However, if you are not in sales, the methods and processes described can also help the normal corporate working Kathy attempting to improve her standing inside the sometimes glass ceiling corporate world. Though the title is Axis of Influence, the authors hit hard on only three (3) social influences of the Liking-Loving Influence, the Reciprocation Influence, and the Consistency Influence. However, they do touch on other influences such as Influence-from-mere-association and others, but mainly stick to the 3 above. A good book and though the bibliography is good, I rated the book at 3 stars as I would have liked to have known a little more of the research that enabled the authors to come to some of their conclusions. As a side note, I can personally attest based on my experience that the methods described, if practiced in an ethical way, are sure to improve and retain your standing in either sales or from your superiors. If you are interested in more of some other social influences, you should review the following recommendations: Influence: The Psychology of Persuasion (Collins Business Essentials) (polymath classic) by Robert Cialdini How We Know What Isn't So: The Fallibility of Human Reason in Everyday Life (very good) by Thomas Gilovich Mean Markets and Lizard Brains (Hidden Gem) by Terry Burnham The Psychology of Judgment and Decision Making (Classic) by Scott Plous Poor Charlie's Almanack: The Wit and Wisdom of Charles T. Munger (Charlie's Insights) by Charlie Munger Good reading and enjoy :) 1 of 1 people found the following review helpful. Impact's Fulcrum By Craig L. Howe Most people understand that trust, likeability and credibility combine somehow to form a fulcrum leading towards impact. How these intangibles interact to effect people's perceptions remains a mystery to many. Michael Lovas and Pam Holloway explore these qualities. In Axis of Influence they reveal many of the lessons they have uncovered during their more than two decades of research into the psychology of communications, business relationships and learning. If you seek impact in business and relationships, this book is a great place to start. It goes "under the hood" to reveal what goes on in people's minds as you first meet and begin to form subconscious decisions.

Lovas and Holloway explore those qualities that people find likable and trustworthy and show readers how to systematically improve how others perceive them.

How do people decide if they like you or trust you? Very few people can answer that question, but you can find the answers inside this amazing book! Axis of Influence is a must-read for anyone who wants to influence, persuade or sell. --Steven Drozdeck, Author of The Trust Equation, The Mega Producers, and What They Don't Teach You in Sales 101 Read this book before your business associate, neighbor or significant other reads it. In this informative and delightful read you will discover the hidden thought processes that operate inside the minds of the people you seek to influence and that seek to influence you. You will also gain the tools to improve the perception of your credibility and likeability - two essential elements to sustained success. --Eldon Taylor, Author of Choices and Illusions and Mind Programming Michael Lovas and Pam Holloway answer the question of how you can be seen as credible and just as important, likeable. Based on current social psychological research, you'll find a reader-friendly book about one of the most important areas of influence. If you want to be seen as more credible, grab this book right now. It's the best on the subject there is. Kevin Hogan, Author of The Science of Influence. How do people decide if they like you or trust you? Very few people can answer that question, but you can find the answers inside this amazing book! Axis of Influence is a must-read for anyone who wants to influence, persuade or sell. Michael Lovas and Pam Holloway answer the question of how you can be seen as credible and just as important, likeable. Based on current social psychological research, you'll find a reader-friendly book about one of the most important areas of influence. If you want to be seen as more credible, grab this book right now. It's the best on the subject there is. Axis of Influence is your field guide for how to be credible and likeable. Getting results in business and life depends on both. Lovas and Holloway give you the insight and the tools to put your best self forward. Take it and use it! Daniel Grissom, Author of STEP, UP! How to Win More and Lose Less in Business.