

The Persuasive Manager

IIMA - The Persuasive Manager

The Persuasive Manager argues compellingly that strategic communication lies at the core of leadership, and helps organizations run smoothly and effectively. It explains persuasion and how managers should balance their ability to persuade and exercise authority without being authoritarian. With its wealth of real-world illustrations, scenarios and tips, The Persuasive Manager is the perfect communications roadmap for all managers.

The Persuasive Manager

You may have heard that \"90% of a project manager's work is communication.\" But, have you heard why communication is so important and what is good project management communication? Answering

those questions is why I spent the last ten years studying project management communication and what makes a successful project. Not only as a working project manager but as a communication researcher. I found that project management communication needs to be reinvented for today's more complex and agile projects. Communication is no longer just the transfer of information and giving directives to project teams. Modern communication theory is based upon creating shared understanding - "the coordinated management of meaning." And nowhere is it more important to manage and coordinate meaning - and understanding - than in projects. In my book, I will explain: - How to communicate for understanding instead of just giving information.-What Aristotle taught us about effective communication and why his 2,000-year old advice is still vital to persuasive communication.-How the "Coordinated Management of Meaning" can help you develop and lead high-performing project teams.-Why the project manager is the communication hub and how you can better manage the flow of project communication.- Why project managers need to master both emotional intelligence and cultural intelligence when communicating with their

project teams and stakeholders. Be more effective in negotiations when you understand the hidden emotional and cultural subtexts.- What cognitive biases are and how they are barriers to understanding. This book will teach you how to recognize and overcome cognitive biases to better communicate your message.-How to effectively communicate online with a distributed workforce by virtually \"present.\"-Why communicating for understanding is the foundation of being a coaching, situational leadership, and servant leadership project manager.This is not just a book on theory; I also give the working project manager practical tips and tools to help him or her improve their project management communication. These workplace-tested tips and tools are ready to use today as you manage your projects.I wrote this book because I couldn't find many books on project management communication. And the books I found were mainly focused on the outdated information transfer model. Because communication is important to project success, this book is dedicated to giving project managers the latest communication research and methods so he or she can create a culture of understanding in projects and increase the

chances for project success.

The Persuasive Project Manager: Communicating for Understanding

Do you want to get to 'yes'? Every day we are faced with moments where we either win or lose. The question is: How persuasive are you? Could you be winning more of the time? In *How to Persuade*, best-selling author Michelle Bowden shows you the research-proven techniques to master the art of persuasion in any situation—whether it's securing that next big deal, convincing your manager to hit 'approve,' or even winning an argument with your friends. Through real-world examples and engaging activities, this book shows you how to transform your weaknesses into strengths. You'll build your own personalised plan to move people from 'no' to 'yes'—every time. Learn how to:

- Recognise and improve your persuasive strengths and weaknesses
- Build undeniable likeability and trust to compel people to action
- Arouse passion and enthusiasm for your ideas
- Win that next big pitch
- Persuade anyone, anywhere, anytime

In *How to Persuade*, you'll learn all the practical skills, tips and actions you need to get exactly what

you want. \"Everything you want and need is on the other side of persuasion. This book takes you through the latest thinking on influence and persuasion and gives you all the completely achievable step-by-step actions to make yourself more instantly persuasive.\"
—Alec Gardner, Managing Partner, Australia & New Zealand, AlphaZetta

How to Persuade

More companies are shifting from command-and-control hierarchies to flat management structures. To get work done through others under these conditions (your central job as a manager), you need to excel at persuading others -- including those over whom you have no formal authority. In this book, you'll discover techniques for honing your persuasive powers, such as:

- Ways to strengthen your credibility and connect emotionally with others
- How to appeal to six deeply rooted human needs in crafting your proposals
- How to motivate people to give their best on the job
- Strategies for adapting your persuasive tactics to your listeners' decision-making styles

Harvard Business Review on the Persuasive Leader

Research Paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, Universidad de Oriente in Santiago de Cuba, language: English, abstract: The ability to influence and persuade others at work has become an increasingly important managerial skill to achieve work goals and objectives to drive businesses forward in today's demanding and competitive work environments. This paper investigates and provides a deeper understanding of what positive effects knowledge and application of the concepts of influencing and persuasion can have on managers, the people they manage and the organisations they work for. The results show that the performance of managers is positively influenced by how they influence and persuade people at work. The outcome of a literature review suggests that there is no conclusive evidence of what makes an effective manager at work that is good at influencing and persuading others. Outputs from face to face and a focus group meeting with final year social psychology students from the Universidad de Oriente in Santiago de Cuba closed this gap by

suggesting an effective influencing and persuasion skills set that, when applied appropriately, could guide managers how to influence and persuade others successfully. The outcome of this research is applicable and relevant to managers in any working environment such as Telecommunications, Utilities, Banking or Automotive. The proposed skills set of what makes an effective influencing and persuading manager at work can be applied globally although the prevailing cultural diversities in different countries should be considered. Keywords: Influencing, persuading, attitudes, work performance, managing people Authors: 1,2Eddie Fisher and Yorkys Santana Gonzalez1 1Faculty of Social Sciences, Universidad de Oriente, Santiago de Cuba, Cuba 2Univerzita Palackeho, Olomouc, Czech Republic Correspondence: Prof Eddie Fisher, 8 Kendal, Swindon, Wiltshire, SN5 8HW, United Kingdom Tel: +44-1793-490423. E-mail: eddie.fisher9@btinternet.com

The Persuasive Manager

This guide offers ways to continuously improve your skills of persuasion. Whether

you are in management or on the shop floor, the ideas presented will help you make your influence more powerful, more positive, and make your sphere of influence wider and wiser.

The Art of Influencing and Persuasion: How Managers Can Put ‘Square Pegs’ into ‘Round Holes’

Business life is about persuasion. Effective managers advance their careers by identifying problems, developing solutions, and persuading decision makers to provide the support and resources necessary to make things happen. This book focuses on a specific presentation context: a problem-solution persuasive presentation to decision makers delivered in a conference room environment. Such presentations occur at every level in an organization. Therefore, team leaders, supervisors, managers, and executives can all benefit from learning how to design and deliver powerful presentations that move decision makers to take action. The author blends his extensive business experience with current research on persuasion to provide a practical, applied

approach to using the problem-solution pattern. An integrated case study provides examples for each step in the process. The end result is a useful, actionable guide that will help professionals from every field make a difference in their organization.

The Manager's Pocket Guide to Influence with Integrity

To be effective, managers have to be skilled at acquiring power and using that power to persuade others to get things done. This guide offers must-know methods for commanding attention, changing minds, and influencing decision makers up and down the organizational ladder. The Harvard Business Essentials series provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips.

Persuasive Business Presentations

The communication aspect of leadership – to actively engage your followers and achieve understanding and motivation whilst making the message memorable – has never been more important. Using vivid lessons and examples from spheres outside business organization, *The Persuasive Leader* explores the leader's role as a communicator and teaches the fundamental principles of successful leadership. This book provides insights and principles about persuasive leadership from a broad range of human experiences. It draws on examples of persuasive leaders and persuasive leadership principles from the performing arts, the fine arts, literature, philosophical writings, and biography. The authors use their unconventional material to explore themes such as moral leadership, toxic leadership, learning from failures, 'distributed' leadership, leading for results and the leader as a mentor and counsellor. Leaders described in *The Persuasive Leader*: Abraham Lincoln, Jack Welch, Cleopatra, Teddy Roosevelt, Alexander the Great, Rachel Carson, Joshua Chamberlain, Governor John Winthrop, Barack Obama, Steve Jobs, Henry V, Julius Caesar, John Quincy Adams,

Dwight Eisenhower, Susan B. Anthony, Elizabeth Cady Stanton, Huey Long, Napoleon, Ghandi, Sam Walton, Archbishop Sean O'Malley, Benjamin Franklin, Franklin Roosevelt, Jim Sinegal, Dolly Madison, James Jones, Clarence Darrow, William Harvey, Ronald Reagan, Fletcher Christian, Thomas Jefferson, Nelson Mandela, Charles McCormick, George Washington, Oprah Winfrey, Joan of Arc, John Kennedy, Herbert Hoover, Christopher Columbus, Anita Roddick, John DeLorean, Ronald Reagan, Margaret Thatcher, and others less well known persuasive leaders such as Anne Sullivan, TS Lin, Maria Galantry, Dorothy Collins, Scott Nash, Jane Hughes, William Barnes.

Power, Influence, and Persuasion

A historic shift is occurring in the nature of management. Until recently, bosses could simply use the power of their positions to direct and order their subordinates. However, in today's workplace, which is significantly different from the remarkably homogenous and traditional business environment of just two decades ago, the approach of command authority no longer works effectively.

Winning 'em Over chronicles a revolution. We are witnessing an ancient model of managing built around command and hierarchy give way to a new model built around persuasion and teamwork. Jay Conger demonstrates to managers on all levels how to thrive in the wake of this momentous transformation. Today we work in an environment where people don't just ask "What should I do?" but "Why should I do it?" To successfully answer this "why" question is to persuade. Yet many businesspeople misunderstand and still more make little use of persuasion. The problem? Persuasion is widely perceived as a skill reserved for selling products and closing deals. But in reality, good managers are persuading all day long. As Conger explains with insight and conviction, today's most effective managers are influencing others through constructive forms of persuasion -- and their employees give them levels of commitment and motivation that the managers of the last generation could only dream of. Conger illustrates how three important forces -- new generations of managers and executives, cross-functional teams, and unprecedented access to information that was once the privilege of the most senior levels of management -- are undermining the old Age of Command and

ushering in the new Age of Persuasion. He exposes the most commonly held myths about the art of persuasion and shows how to influence others productively, without manipulation. Most important, he outlines the four crucial components of effective managing by persuasion: building one's credibility, finding common ground so that others have a stake in one's ideas, finding compelling positions and evidence, and emotionally connecting with coworkers so that solutions resonate with them on a personal level. In *Winning 'em Over*, Conger explains how to implement a management style that will succeed in what is becoming a fundamentally and radically different business environment, and he provides readers with all of the new tools they will need to become effective, constructive persuaders.

The Persuasive Leader

Research Paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: -, Universidad de Oriente in Santiago de Cuba, language: English, comment: Research into the practical application of influenicing and

persuasion skills in today's business environments., abstract: The ability to influence and persuade others at work has become an increasingly important managerial skill to achieve work goals and objectives to drive businesses forward in today's demanding and competitive work environments. This paper investigates and provides a deeper understanding of what positive effects knowledge and application of the concepts of influencing and persuasion can have on managers, the people they manage and the organisations they work for. The results show that the performance of managers is positively influenced by how they influence and persuade people at work. The outcome of a literature review suggests that there is no conclusive evidence of what makes an effective manager at work that is good at influencing and persuading others. Outputs from face to face and a focus group meeting with final year social psychology students from the Universidad de Oriente in Santiago de Cuba closed this gap by suggesting an effective influencing and persuasion skills set that, when applied appropriately, could guide managers how to influence and persuade others successfully. The outcome of this research is applicable and relevant to managers in any

working environment such as Telecommunications, Utilities, Banking or Automotive. The proposed skills set of what makes an effective influencing and persuading manager at work can be applied globally although the prevailing cultural diversities in different countries should be considered. Keywords: Influencing, persuading, attitudes, work performance, managing people Authors: 1,2Eddie Fisher and Yorkys Santana Gonzalez1 1Faculty of Social Sciences, Universidad de Oriente, Santiago de Cuba, Cuba 2Un

Winning Em' Over

Part of the Smart Skills series, Persuasion offers all you need to know to get the most out of your business operations. With the current global economic crisis excellent persuasion skills have become invaluable as businesses now more than ever must maximise every opportunity they face. Persuasion is not only required as part of negotiation, but in every aspect of working and business life. There are many different facets to persuasion and different approaches this book provides the details that will help you get ahead in the workplace. A must for

any employee, manager, freelancer or business owner.

The Art of Influencing and Persuasion

Master the power of influence and persuasion to achieve more in work and life For business leaders and managers, as well as those who work in sales, the power of influence can be a potent advantage. The ability to persuade others based on what you know about them is the first step to convincing someone to buy your product or buy into your business vision. In *The Ultimate Book of Influence*, author Chris Helder—a master of communication and one of Australia’s most sought after speakers on influence—shares ten essential tools that will enable you to influence others so you win the sale or seal the deal. The tools in this book will show you how to read body language, uncover what’s most important to a client, convince others to take action, understand the four essential types of people at your workplace, and much more. Written by one of Australia’s most successful speakers on the art of influence Includes ten powerful tools that allow you to understand what matters most to a client or colleague

and use that knowledge to influence their actions and behaviors. Ideal for salespeople, business leaders, corporate executives, and anyone who must regularly convince others to take action. Before you can truly influence people, you need to learn how to communicate effectively. The Ultimate Book of Influence teaches you how to choose the right kind of communication technique for any situation, so when you speak, you know people are listening.

Persuasion - Smart Skills

This is a guide to how to achieve your objectives and raise your profile through effective business writing.

The Ultimate Book of Influence

To compete effectively for scarce and shrinking resources, managers need to have superior and persuasive communication skills. They need to know how to package their ideas into high-impact presentations. This innovative book provides simple, straightforward and practical approaches to effective business communication. A happy

marriage of the best nuggets of scientific knowledge and 'street-smarts', this power-packed guide tells you how to successfully: Create a high-impact presentation in five minutes Manage speech anxiety/stage fright Customize your message for different audiences Increase your credibility Design high-impact slides and overheads Persuade angry bosses and customers With its wealth of research-based examples, tips and exercises, this book is indispensable for product managers, marketing and sales executives, and advertising professionals. In fact, it will appeal to anyone who would like to thrive in the new business environment of today using the power of persuasion.

Persuasive Business Writing

If you need to be in the know in no time at all, Business Express will get you from beginner to brilliant in the blink of an eye. This fast, focused and carefully crafted eBook will help you pick up all the essential knowledge you need to know about persuasive communication, all in the shortest possible time. Learn just when you need to or well in advance; read it at your desk or on the move; dip in and out or start from scratch - it's all

up to you. But however you use it, you'll quickly feel more confident, competent and better equipped to make things happen and keep moving ahead. - Save time - it's quick and easy to read - Get smart - just the essential knowledge you need - Feel good - watch your confidence grow Business Express - know how in no time! It'll only take about 30 minutes for you to get up to speed on one of these other great Business Express subjects too. Search by title, download your copies and start knowing more in no time:

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Leading Your Team Through Change
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Managing Performance and Appraisals
Managing Difficult Situations and Discussions
Negotiating With Confidence
Writing Compelling Reports and Proposals
Presenting With Confidence
How to be Assertive
Effective Mentoring
Coaching Effectively
Managing Productive Meetings
Motivating Your Team
Embracing Diversity Within Your Team
Effective Problem Solving
Interviewing With Confidence

I See what You Mean

This book constitutes revised selected papers from the refereed proceedings of the 5th The Global IoT Summit, GIoTS 2022, which took place in Dublin, Ireland, in June 20-23, 2022. The 33 full papers included in this book were carefully reviewed and selected from 75 submissions. They were organized in topical sections as follows: IoT enabling technologies; IoT applications, services and real implementations; IoT security, privacy and data protection; and IoT pilots, testbeds and experimentation results.

Business Express: Persuasive Communication

This book is perfect for everyone involved in sales who wants to be a better and more persuasive communicator. It is a practical guide that explain what motivates customers, how to identify the best things to talk about, how to control every pitch, and how to persuade customers to buy from you.

Sweet Persuasion

Use your natural skills for the ultimate competitive advantage at work and in life. This practical and easy to read book presents the golden rules to being powerfully persuasive and winning people over every time.

Internet of Things

A manual for quickly learning some very powerful hypnotic language patterns that you can use in practical, real world situations.

How to Become a Master of Persuasion

Wouldn't it be great if you could always get people to see things your way? Now you can. You won't go far in business if you can't bring people round to your way of thinking. Some people find it easy; the rest of us just need a little help. *How to Persuade and Influence People* reveals some of the most powerful influencing and persuasion techniques known to man. This enhanced second edition contains new tools, new research, new case

studies and plenty of practical exercises to help you: Find the perfect way to win people over Become an amazing negotiator Overcome objections Appreciate and understand the other person's standpoint Understand why people buy what they buy Ensure people remember you and what you want Build long-term trust and credibility Philip Hesketh is a full-time international business speaker on the psychology of persuasion. Thousands of people have benefited from his advice. In this book, he maps out countless simple and memorable persuasion techniques that can be applied to a whole range of life's challenges. It's up to you to use them. How to Persuade and Influence People is a completely revised and updated edition of Life's a Game So Fix The Odds.

Persuasion

In an age when managers can no longer rely on formal power, persuading people is more important than ever. Persuasion is a process of learning from colleagues and employees and negotiating shared solutions to solving problems and achieving goals. In The Necessary Art of Persuasion, Jay Conger

describes four essential components of persuasion and explains how to master them, providing the information you need to fulfill your managerial mandate: getting work done through others.

Persuasion Skills Black Book

Learn how to influence others and get your own way more often. Wouldn't it be great if you could get the pay rise you've asked for, win the business you've pitched for or get that job you so desperately want? Well, with this book you can learn how to get inside the head of the person making the decision and find out exactly what is it that's going to get them to say yes! *Persuade* explains the seven psychological drivers that motivate us all. By understanding these drivers and the impact they have on our own lives, we can gain valuable insights into how we can motivate ourselves, improve our relationships, negotiate more effectively, get people to like us and ultimately get our own way more often. *Persuade*: Is written in Philip's trademark humorous, yet well-researched style. Draws from scientific and psychological sources. Is delivered in short, accessible, bite-

sized chapters

How to Persuade and Influence People

Transform your ability to persuade and negotiate with this practical new resource In *Persuade: The 4-Step Process to Influence People and Decisions*, accomplished sales, negotiation, and influence experts Andres Lares, Jeff Cochran, and Shaun Digan PhD deliver a concise and insightful take on how to transform your ability to persuade others regardless of the setting. In this important book you'll discover: Original research and scientific studies shedding light on the human decision-making processes that drive success and failure in virtually all interactions Real world examples and practical exercises to illustrate and practice the concepts discussed A fun yet rigorous approach of a complex subject that can be practically applied in any business situation *Persuade* is perfect for executives, managers, entrepreneurs, and other business leaders and will earn a place in the libraries of any professional who negotiates or influences on a regular basis. It is an invaluable resource for anyone seeking to improve their persuasion or deal-making

abilities.

The Necessary Art of Persuasion

Principled Persuasion in Employee Communication highlights a new but significant dilemma for organisational leaders. Will they continue on the same track that, since the nineteenth century, has led them to exert increasing control over their employees? Or will they take another path, one that leads towards a new type of working environment where the culture encourages freedom of communication and movement? This book argues for an approach to employee communication that sets out to liberate employees from the stifling constraints that organisations continue to impose on them. Principled Persuasion is so-called because it uses persuasive techniques, based on clear principles, to create new, forward-looking organisational cultures. It sets out to increase employee happiness and minimise the harms done to employees at work. It grounds itself on a strong ethical base composed of fundamental, universal principles. It introduces a new approach to the use of language, not only calling for more clarity and meaning in organisational

communication, but also for a more conscious use of rhetorical techniques to change vocabulary, metaphors and internal dialogue for the better. Make no mistake, most organisations have totally underrated the strategic importance of employee communication. Principled Persuaders understand that the key to dealing with the unpredictable events about to unfold in the twenty-first century will be a new way of communicating with the workforce. The flexibility, adaptability and innovation that will be needed to survive and prosper in coming decades can only be achieved by liberating employees, not imprisoning them further in established systems and processes.

Persuade

Practical and innovative, this book will assist students in developing their skills in effective, influential business communication. It is replete with research-based examples, tips and exercises and covers topics such as: customizing messages to different audiences; dealing with angry employers and customers; managing speech anxiety and stage fright; increasing credibility; and creating high-

impact presentations.

Persuade

This important book is the first to make an explicit link between management practices and service outcomes in social welfare agencies. *Managing for Service Effectiveness in Social Welfare Organizations* is based on the premise that the primary responsibility and distinctive competency of social welfare management is delivering high quality, effective services to clients. Collectively, the book's esteemed contributors have clearly presented a model of administration founded on concepts and strategies for connecting managerial action with service effectiveness. The sections of the book correspond to the core functions and tasks in an effective approach to management, including measuring performance, program and organizational design, managing people, managing information, managing environmental relations, and the ethics of managing for effectiveness.

Principled Persuasion in Employee Communication

Why would you want to persuade anyone about anything?* Do you lead, manage or supervise others?* Do you find suppliers, sub-contractors, or colleagues challenging?* Do you want to increase sales from your advertising or marketing?* Do you find getting your ideas across effectively in meetings difficult? Persuasion is a skill - part psychology - part human relationships - part communication. Can you turn someone around to see things your way? The chances are you will want to persuade someone, some time to your way of thinking.

5 Reasons why you have to buy this book...

1. This book will significantly improve your chances of success both professionally and personally.
2. Shows how to communicate your ideas more effectively, creating greater buy-in and maximising support.
3. Explores useful theories that have been applied by successful leaders.
4. Provides a deeper understanding of the process of persuasion to enable a change of heart and mind in others.
5. Teaches strategies to significantly increase your persuasiveness.

The Art of Persuasion for Sales Managers

Persuasive people generate real value for their companies by turning ideas into action. But persuasion isn't easy: It takes practice, patience, and psychological savvy. That's where this new volume comes in--by enabling you to:

- Build your credibility
- Adapt your pitch to your audience
- Win your listeners' minds and hearts
- Overcome resistance to your proposals
- Leverage the forces that move people to embrace new ideas

I See What You Mean

Once your customer asks to speak to the manager, your business is on the line and your reputation is at risk. If you do not handle the situation sensitively, it's all downhill from there. *Let Me Speak to the Manager!* teaches how to keep customers from reaching the point of total frustration. Dr. Boland presents an in-depth explanation of how a manager's influence and leadership can change employee attitudes. The key to avoiding unpleasant events is to make sure they do not occur. *Let Me Speak to the Manager!* teaches how to work with salespeople, employees,

and customers.

Persuasive Writing

The work of a manager in a service organisation is not the same as the work of a manager in an organisation that manufactures goods. *Managing Public Services, Implementing Changes – A Thoughtful Approach 2e*, is for students and managers who intend to work in a service organisation whether it is owned publicly or privately. This book concentrates on how managers can change things for the better and explains ‘why’ as well as ‘how’. The second edition has been fully updated to address challenges facing public services with new material on managing cuts, managing risk, managing innovation, producing funding applications, Lean Management and process review. A new chapter on managing social enterprise and generating social capital has also been added. This text is both solidly practical and theoretically challenging and is supported by strong pedagogical features including: case studies and illustrative vignettes from public service managers working in Europe, Asia, Australia and the US; exercises and review

questions. Students will develop learning skills that enable them to transfer their learning from one situation to another and thinking skills that enable them adapt the way that they apply their learning as circumstances change. This comprehensive text has been specifically designed and developed to meet the needs of students studying public services management at undergraduate and postgraduate level. It allows the reader to develop transferable skills in thinking and learning as they work through the book and gives greater awareness of the benefits of continuous learning for staff and managers.

Managing for Service Effectiveness in Social Welfare Organizations

In this 2010 edition of their book on the economic development of the Middle East and North Africa, Clement Henry and Robert Springborg reflect on what has happened to the region's economy since 2001. How have the various countries in the Middle East responded to the challenges of globalization and to the rise of political Islam, and what changes, for better or for worse, have occurred? Utilizing the country categories

they applied in the previous book and further elaborating the significance of the structural power of capital and Islamic finance, they demonstrate how over the past decade the monarchies (as exemplified by Jordan, Morocco and those of the Gulf Cooperation Council) and the conditional democracies (Israel, Turkey and Lebanon) continue to do better than the military dictatorships or 'bullies' (Egypt, Tunisia and now Iran) and 'the bunker states' (Algeria, Iraq, Libya, Sudan, Syria and Yemen).

Persuade

The economy isn't just for the economists to debate on. All of us are affected by its ups and downs—global recession, rise in interest rates, or hike in food prices. But do we understand the principles at work and how and why they really affect us? Day to Day Economics is an enjoyable, accessible, and extremely user-friendly book that explains the modern day Indian economy to the layperson. In this relevant book, Professor Deodhar explains the role of the government and its involvement in different aspects of the economy; the need for the RBI and its functions; and how taxes, stock markets, and

recessions work. Day to Day Economics will help you go beyond the facts and figures in the budget and connect the trends to your daily life. As with all IIMA Business Books, it comes illustrated with numerous Indian examples and case studies making this the ultimate rookie's guide to the Indian economy.

Persuading People

Philip Hesketh, an expert in psychology and sales, shows you how to make more money, save money and get your own way more often. He also provides skills you can develop that will help overcome obstacles and reduce conflict.

Let Me Speak to the Manager!

What qualities do you need to be a successful manager, and how can you develop the qualities you already possess? *Managers Who Make a Difference* examines how managers' perceptions about themselves shape their behaviour at work, and studies the ways in which people can translate their ambition, sense of purpose, perseverance, confidence,

and resourcefulness into successful management. How can you train yourself to spot competences in others and build on them to create an effective team? How do you achieve the right balance between adherence to existing systems, and creative or experimental problem-solving? And do you have the people skills—the ability to network extensively and build trust-based relationships—required to be a leader? Richly illustrated with anecdotes and experiences of well-known managers, and with a broad array of tips and self-assessment tools to sharpen your management skills, this book is a must read for all practising and aspiring managers. The IIM Ahmedabad Business Books bring key issues in management and business to a general audience. With a wealth of information and illustrations from contemporary Indian businesses, these non-academic and user-friendly books from the faculty of IIM Ahmedabad are essential corporate reading.

Managing Public Services - Implementing Changes

Negotiating, Persuading and Influencing

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