

The Art Of Woo Using Strategic Persuasion To Sell Your Ideas

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Oct 17, 2007 · In their new book, The Art of Woo: Using Strategic Persuasion to Sell Your Ideas, Wharton legal studies and business ethics professor G. Richard Shell and management consultant Mario Moussa provide a systematic approach to idea selling that addresses the problem Iacocca identified.

Summary. "Woo: the ability to win people over to your ideas without coercion, using relationship-based, emotionally intelligent persuasion. It's the secret of success with colleagues, clients, and customers. G. Richard Shell and Mario Moussa know what it takes to deal with difficult bosses and drive new initiatives through complex organizations.

Nov 01, 2007 · The Art of Woo: Using Strategic Persuasion to Sell Your Ideas. by Mario Moussa, G. Richard ... and career turn on the difference between "no" and "yes." Yet selling ideas-especially the kinds of ideas that make organizations work-is a skill shrouded in mystery. ... intellectual or practical, The Art of Woo will strengthen your persuasion skill ...

What is your communication style and how do you use to engage stakeholders? How do you make your ideas simple and compelling? How do you generate lasting commitment? The workshop

content is drawn from the book *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas* (Portfolio/Penguin), co-authored by G. Richard Shell and Mario Moussa.

Oct 18, 2007 · *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas* User Review - Not Available - Book Verdict. Shell and Moussa (codirectors, Strategic Persuasion Workshop, Wharton Sch., Univ. of Pennsylvania) collaborate here to teach the art of persuading people in a ...

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Dec 30, 2008 · *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas*: Shell, G. Richard, Moussa, Mario: 9780143114048: Books - Amazon.ca

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May 20, 2019 · In *Strategic Persuasion Workshop: The Art and Science of Selling Ideas*, learn a structured process for selling your ideas and gain the tools to master each step. Based on the book *The Art of Woo (Winning Others Over)*, the program shows you how to overcome influence barriers, improve credibility, and get others to see things your way.

Actually, I was attracted to this new book by its secondary title, 'Using Strategic Persuasion to Sell Your Ideas'. I have always been fascinated by the subject of selling ideas to others. According to the two authors, "woo" is defined as the ability to "win others" over to your ideas or initiatives without coercion, using relationship-based ...

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The Art Of Woo Using Strategic Persuasion To Sell Your Ideas G. Richard Shell and Mario Moussa. You may need The Art of War to defeat your enemies, but if you prefer to win them over, read The Art of Woo. G. Richard Shell and Mario Moussa know what it takes to drive new ideas ...

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In The Art of Woo, they present their systematic, four- step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their "Woo IQ," they show how relationship-based persuasion works to open hearts and minds.

The Art of Woo: Using Strategic Persuasion to Sell Your Ideas Mario Moussa, Ph.D., MBA Co-Director, Wharton Strategic Persuasion Workshop Senior Fellow, Leonard Davis ...

What is your communication style and how do you use to engage stakeholders? How do you make your ideas simple and compelling? How do you generate lasting commitment? The workshop content is drawn from the book The Art of Woo: Using Strategic Persuasion to Sell Your Ideas (Portfolio/Penguin), co-authored by G. Richard Shell and Mario Moussa.

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AbeBooks.com: The Art of Woo: Using Strategic Persuasion to Sell Your Ideas (9781400105304) by Moussa, Mario; Shell, G. Richard and a great selection of similar New, Used and Collectible Books available now at great prices.

The must-read summary of G. Richard Shell and Mario Moussa's book: "The Art of Woo: Using Strategic Persuasion to Sell Your Ideas". This complete summary of the ideas from G. Richard Shell and Mario Moussa's book "The Art of Woo" shows that selling ideas involves a different strategy to selling objects: you must use “relationship-based persuasion” which isn't based on coercion or hard ...

Sep 09, 2019 · The Strategic Persuasion Workshop is Wharton's premier experience for enhancing these key skills. Based on Richard Shell's co-authored book The Art of Woo, this program teaches a structured, actionable process for selling your ideas. You will learn easy-to ...

The Art of Woo. Using Strategic Persuasion to Sell Your Ideas. By: G. Richard Shell, Mario Moussa. Narrated by: Alan Sklar. Length: 10 hrs and 19 mins. Unabridged Audiobook. Categories: Business & Careers , Management & Leadership. 3.8 out of 5 stars. 3.8 (174 ratings)

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