



Influencer: The New Science of Leading Change, Second Edition (Business Books)

By Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan, Al Switzler



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**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 strategies for changing both thoughts and actions
- Marshal six sources of influence to make change inevitable

Influencer takes you on a fascinating journey from San Francisco to Thailand to South Africa, where you'll see how seemingly "insignificant" people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover breakthrough ways of changing the key behaviors that lead to greater safety, productivity, quality, and customer service.

No matter who you are or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence, you can reach out and help others work smarter, grow faster, live, look, and feel better--and even save lives. The sky is the limit . . . for an *Influencer*.

PRAISE FOR *INFLUENCER*:

"AN INSTANT CLASSIC! Whether you're leading change or changing your life, this book delivers." -- Stephen R. Covey, author of **The 7 Habits of Highly Effective People**

"Ideas can change the world—but only when coupled with influence--the ability to change hearts, minds, and behavior. This book provides a practical approach to lead change and empower us all to make a difference." -- Muhammad Yunus, Nobel Peace Prize Winner

"Influencing human behavior is one of the most difficult challenges faced by leaders. This book provides powerful insight into how to make behavior change that will last." -- Sidney Taurel, Chairman and Chief Executive Officer, Eli Lilly and Company

*"If you are truly motivated to make productive changes in your life, don't put down this book until you reach the last page. Whether dealing with a recalcitrant teen, doggedly resistant coworkers, or a personal frustration that 'no one ever wants to hear my view,' **Influencer** can help guide you in making the changes that put you in the driver's seat." -- Deborah Norville, anchor of Inside Edition and bestselling author*

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Editorial Review

Review

"Far and away one of the best business books of the year." - *Hamilton Spectator*

"You don't have to be a manager to realize that no one likes being told what to do. Yet lectures are still the main way we try to get people to change their behavior. Fortunately, social learning academics have been studying alternatives for decades. Patterson and his fellow consultants have now collected their findings in this engaging, example-rich book." - John T. Landry, *Harvard Business Review*

From the Back Cover

Here's what some of the world's most influential people are saying about *Influencer*.

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- **Stephen R. Covey, author of *The 7 Habits of Highly Effective People***

"Ideas can change the world-but only when coupled with influence-the ability to change hearts, minds and behavior. This book provides a practical approach to lead change and empower us all to make a difference or a change in society."

-Muhammad Yunus, 2006 Nobel Peace Prize Winner

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-Deborah Norville, anchor of "Inside Edition" and bestselling author

About the Author

JOSEPH GRENNY, KERRY PATTERSON, DAVID MAXFIELD, RON McMILLAN, and AL SWITZLER are the leaders of VitalSmarts, an innovator in best practices training products and services that has taught millions of people worldwide and that has worked with more than 300 of the Fortune 500 companies. For more information, visit www.vital-smarts.com.

Users Review

From reader reviews:

Melvin Hayes:

The event that you get from Influencer: The New Science of Leading Change, Second Edition (Business Books) is a more deep you rooting the information that hide into the words the more you get enthusiastic about reading it. It does not mean that this book is hard to understand but Influencer: The New Science of Leading Change, Second Edition (Business Books) giving you buzz feeling of reading. The author conveys their point in specific way that can be understood simply by anyone who read this because the author of this guide is well-known enough. This particular book also makes your current vocabulary increase well. That makes it easy to understand then can go together with you, both in printed or e-book style are available. We highly recommend you for having this specific Influencer: The New Science of Leading Change, Second Edition (Business Books) instantly.

Natalie Renz:

Spent a free the perfect time to be fun activity to do! A lot of people spent their sparetime with their family, or their very own friends. Usually they undertaking activity like watching television, going to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? May be reading a book could be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to attempt look for book, may be the e-book untitled Influencer: The New Science of Leading Change, Second Edition (Business Books) can be very good book to read. May be it may be best activity to you.

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