



Resistance is Useless: The Art of Business Persuasion

Geoff Burch

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This book will show you how anyone can be persuaded to do anything. Geoff Burch has written a book that will change almost everything you ever believed about business and selling. Combining the quick wit of a stand up comedian with the serious thoughtfulness of a psychoanalyst, he explains the value and power of persuasion - a verbal martial art that, if used correctly will always give you the outcome you desire in your business dealings. Resistance is Useless will show you how to: * Change anyone's opinion on any subject. * Transform a lynch mob into your most devout supporters. * Avoid wasting thousands of pounds on customer care while your accounts department is threatening to pulp your customer's fingers with a hammer. * Understand how a perfect product demonstration can get you hurled into the street by security. * Sell tanks to Genghis Khan. Readership: General Business, customer service and sales.

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