



How to Persuade People Who Don't Want to be Persuaded: Get What You Want -- Every Time!

Mark Levy, Joel Bauer

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The art of persuasion as taught by one of the world's most sought-after speakers and pitchmen

In this daring book, Joel Bauer teaches you how to persuade by making your messages entertaining. Learn the secrets behind "The Fright Challenge," "The Transformation Mechanism," and other persuasion tactics used by pitchmen, carneys, and conjurers to convince people to their way of thinking. Along with coauthor Mark Levy, Bauer has taken these ethical, entertainment-based techniques, and has made them practical for everyday use-capable of influencing one person or a thousand, in business and in life.

Joel Bauer (Los Angeles, CA) is an expert in performance-based live marketing who The Wall Street Journal online referred to as "undoubtedly the chairman of the board" of corporate tradeshow rain-making. Mark Levy (Chester, NJ) has written for the New York Times, has authored or coauthored three books, and is the founder of Levy Innovation, a consulting firm that makes individuals and companies memorable.

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Ronald Searle:

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