



# The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!

*Kevin Hogan*

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**The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!** Kevin Hogan  
Get customers, clients, and co-workers to say "yes!" in 8 minutes or less

This revised second edition by a leading expert of influence continues to teach a proven system of persuasion. Synthesizing the latest research in the field of influence with real-world tested experiences, it presents simple secrets that help readers turn a "no" into a "yes." Every secret in this book has been rigorously tested, validated, and found reliable.

- Learn dozens of all-new techniques and strategies for influencing others including how to reduce resistance to rubble
- Make people feel instantly comfortable in your presence
- Decode body language, build credibility, and be persistent without being a pain
- Expert author Kevin Hogan turns the enigmatic art of influence and persuasion into a science anyone can master

The amazing secret of *The Science of Influence* is its simplicity. After you read this book you will immediately understand why people say "no" to you and learn how to turn that "no" into a "yes" from that moment on.

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