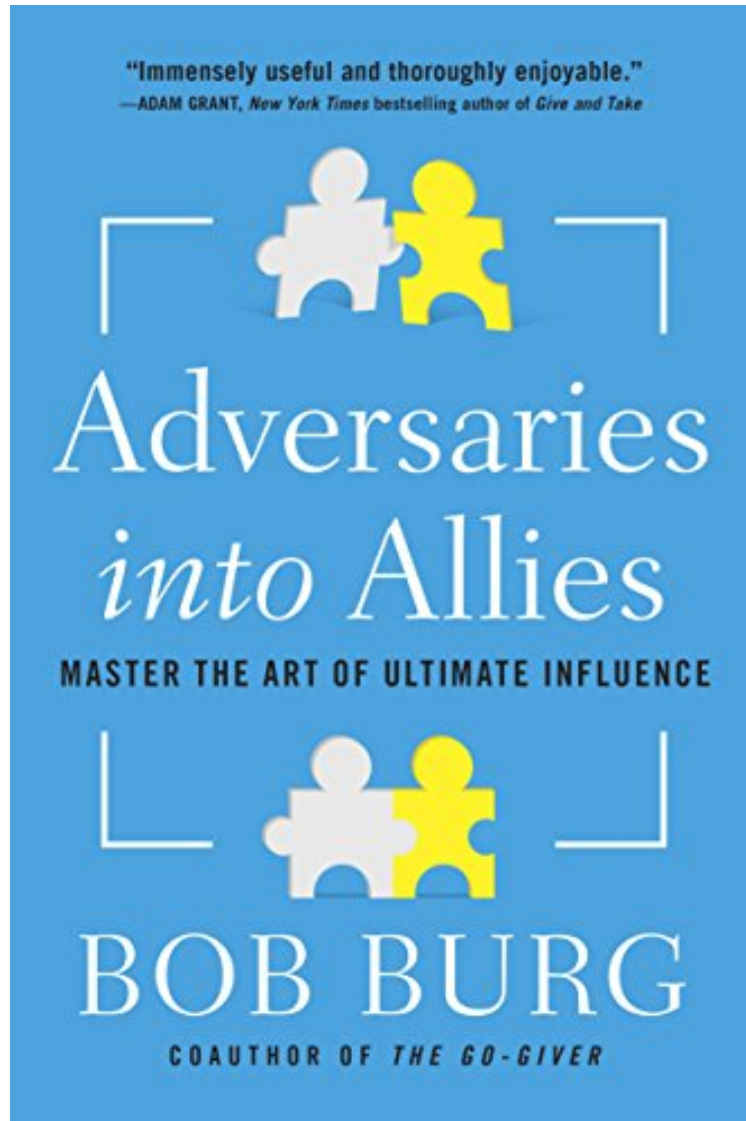


(Download) Adversaries into Allies: Win People Over Without Manipulation or Coercion

# Adversaries into Allies: Win People Over Without Manipulation or Coercion

Bob Burg

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**Bob Burg : Adversaries into Allies: Win People Over Without Manipulation or Coercion** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Adversaries into Allies: Win People Over Without Manipulation or Coercion:

0 of 0 people found the following review helpful. Home Run again Bob! Great wisdom! By TheBigBaluga This book is great, Bob Burg, provides valuable and wise advice, within realistic examples/framework, on how to adjust communication and awareness within various interactions. Not to forget to mention, he is one of the most

approachable and nicest authors I've had the privilege of meeting and interacting with. 0 of 0 people found the following review helpful. A Must-Read for Thriving in the Hyper-Connected Relationship Economy By @StandardofTrust Adversaries to Allies by Bob Burg is on one hand both unique in insight, and on the other, comfortably familiar with ideas concepts built upon time-tested wisdom from other thought leaders. It is easy to read, understand, and act on, if you want to build higher quality relationships. These higher quality relationships are foundational to your success in our recurring boom bust economic cycles. One particular aspect I like about the Adversaries to Allies book is that Bob is not preaching to you, but conversing with you as a coach and peer because he genuinely wants you to be the best you can be. Bob Burg has "walked the talk". I have learned and grown in my own self-awareness with regards to Bob's thoughts on resetting your "default setting" to better connect and facilitate higher levels of trust with people you meet and work with to get things done. This is a must-read for all current or aspiring leaders who want to better "influence" their tribes through principled-behavior. 1 of 1 people found the following review helpful. A Great Principle Centered Approach to Persuasion and Influence By Ken Montville I really like the easy readability of Bob Burg's books and this one is no exception. Unlike the "Go-Giver" books he has co-authored with John David Mann, this book is more a more typical "non-fable" book. The book explains easy-to-follow and seemingly simple steps to becoming a person of influence with a gift for being able to persuade even your most ardent adversary. As with the other books I've read by Bob Burg, the advice and guidance in this book is principle centered. There is no Machiavellian scheming or plotting. This book really does speak to our better selves and by becoming better people we can become more persuasive and influential. Good book. Well worth the time to read it.

The sages asked, "Who is mighty?" and answered, "That person who can control their own emotions and make, of an enemy, a friend." In the bestselling book *The Go-Giver*, Bob Burg and John David Mann revolutionized the way we think about success via one very simple lesson: "Shifting one's focus from getting to giving (constantly and consistently providing value to others) is both very fulfilling and the most profitable way to do business. Now Burg is back with a new book, offering deeper insight about what it means to be truly influential and providing powerful strategies for mastering the art of persuasion. Faced with the task of persuading someone to do what we want, most of us expect, and often encounter, resistance. We see the other person as an adversary and often resort to coercion or manipulation in order to get our way. But while this approach might at times bring us short-term results, it leaves people with a bad feeling about themselves and about us. At that point, our relationship with the person is weakened and our influence dramatically decreased. There is a better way. Drawing on his own experiences and the stories of other influential people, Burg offers five simple principles of what he calls "ultimate influencer"—the ability to win people to your side in a way that leaves everyone feeling great about the outcome and about themselves:

- Control your own emotions: Responding calmly rather than allowing your emotions to get the better of you will ensure not putting the other person on the defensive but rather help them remain open to your ideas.
- Understand the clash of belief systems: Every individual operates based on an unconscious set of beliefs, experiences, and ideas, which are most likely very different from yours. Understand this and you can avoid confusion and numerous misunderstandings that stand in the way of most people's ability to influence.
- Acknowledge their ego: People want to feel good about themselves; if you make someone genuinely feel good, you're one step closer to making an ally.
- Set the proper frame: People react and respond to other people. Approach potential conflicts from a position of benevolence, resolution, and helpfulness and they will follow suit.
- Communicate with tact and empathy: While the first four principles are vital, this is what brings it all home. Saying the right thing at the right time makes all the difference in terms of moving people to your side of the issue and taking the appropriate action that benefits all concerned.

In the tradition of Dale Carnegie's *How to Win Friends and Influence People* and Robert Cialdini's *Influence*, Burg offers a tried-and-true framework for building alliances at work, at home, and anywhere else you seek to win people over. From the Hardcover edition.

*Adversaries into Allies* is full of practical wisdom for becoming more persuasive while keeping your integrity intact. Bob Burg, a master of winning friends and influencing people, has written an immensely useful and thoroughly enjoyable book. —ADAM GRANT, WHARTON PROFESSOR; AUTHOR OF *GIVE AND TAKE*

"How can we achieve the challenging goal of turning adversaries into allies? We can start by turning the pages of *Adversaries into Allies*, which provides an impressively clear and compelling explanation of just how to do it." —ROBERT B. CIALDINI, AUTHOR OF *INFLUENCE*

"I wish I had read Bob Burg's newest book early in my career. What a difference it would have made! It is definitely a must read for everyone who wants to enhance their business success, but don't just read it once. It's a book you need to read time and time again. Many thanks to Bob for a valuable new work." —SUSAN SOLOVIC, COFOUNDER OF SMALL BUSINESS TELEVISION

"Bob Burg has delivered again! In *Adversaries into Allies*, you'll learn how to influence and persuade others toward outcomes that create genuinely good

feelings and results for everyone involved. The principles of how exactly to do that, consistently and predictably, are powerfully presented in this tremendous book. And you're about to learn them from a master. —STEPHEN M. R. COVEY, AUTHOR OF THE SPEED OF TRUST AND COAUTHOR OF SMART TRUST

Simultaneously challenging and encouraging, *Adversaries into Allies* delivers the promise of sustainable influence. You will literally feel your perspective shift as you turn the pages. Bob drives timeless wisdom into real-time action. —DONDI SCUMACI, AUTHOR OF CAREER MOVES, DESIGNED FOR SUCCESS, AND READY, SET . . . GROW

About the Author Bob Burg is the co-author of *The Go-Giver* and *Go-Givers Sell More*. A former top sales professional, Burg is a sought-after speaker and the author of *Endless Referrals*.