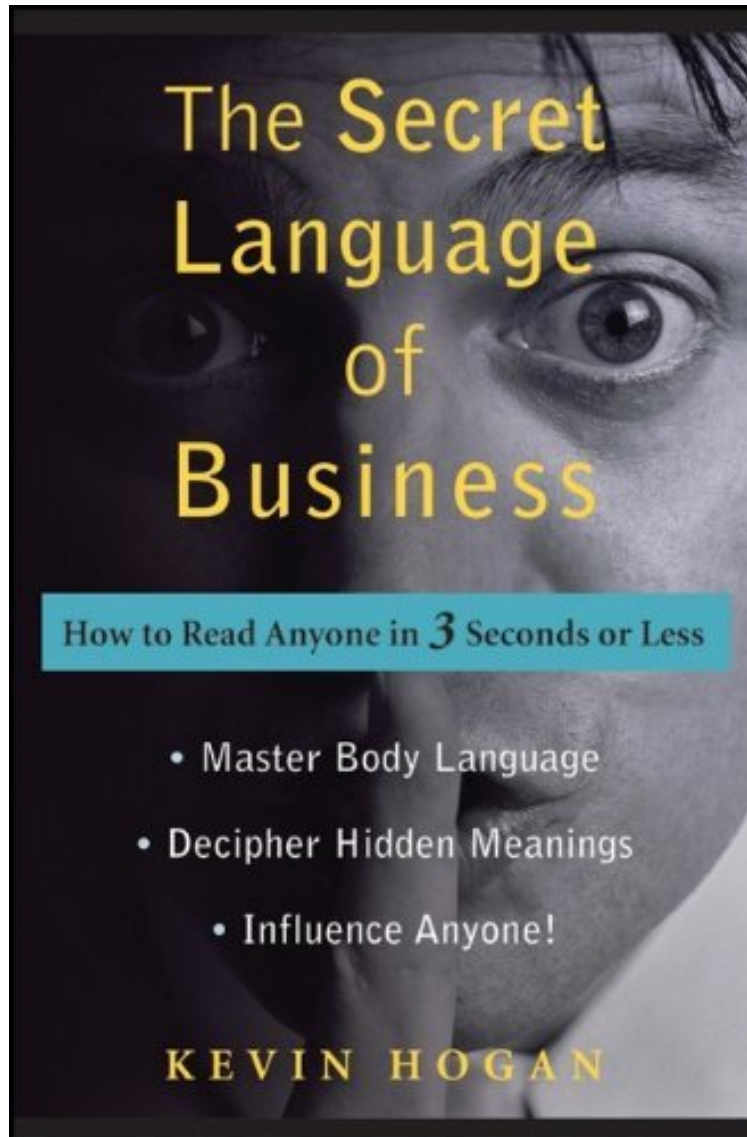


(Download pdf) The Secret Language of Business: How to Read Anyone in 3 Seconds or Less

The Secret Language of Business: How to Read Anyone in 3 Seconds or Less

Kevin Hogan

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Kevin Hogan : The Secret Language of Business: How to Read Anyone in 3 Seconds or Less before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secret Language of Business: How to Read Anyone in 3 Seconds or Less:

8 of 8 people found the following review helpful. A little information, a lot of fillerBy CustomerThe first red flag for this book was in the introduction, where the author asks that the reader take it on faith whenever he claims there's a lot of research on a given subject. This request should be repulsive to any thinking person-- verifying the facts for myself

is the only way I really ever know anything-- and the only way someone earns my trust is by consistently SHOWING that there are facts to support his claims. There is tons of filler in this book. There's an intro to each chapter, which adds nothing, then at the end of the chapter, there's a conclusion, which restates exactly what the chapter said-- in exactly the same words. It implies that people are too stupid to retain what they read. There's also an end-of-chapter exercise, which is the same for every chapter, adds nothing to my understanding, and contributes to the high-school-textbook feeling of this book. This book does not teach you to read people in 3 seconds or less-- it's just a catchy title. It contains the same basic body language information found in many other books. Worse, the writing is watery and, strangely, it contains a bunch of irrelevant, unsupported advice about parenting. An example of the watery filler that's spread liberally throughout this book: "As soon as parents get through the preteen phase, next up are the teen and young adult years. This is perhaps the most tumultuous time in a parent/child relationship and one that can go on for only a couple of years or extend out further over many years." The most shocking thing about this book is its bibliography. It cites a bunch of the author's own books and a few other mainstream body language books (no journal articles). It's no wonder the author asked me to take the research on faith-- looks like he didn't bother to learn any of it. There were a couple of interesting parts of this book. There were a few boxed facts that were interesting, and the author discussed a few of the most common cultural misunderstandings (ie, Asian people will nod as a sign that they're listening, which we misinterpret as agreement, and Latin Americans use much more physical contact in platonic relationships than Americans do, which can be very off-putting for us). These few pages of interesting information were definitely not worth the price I paid for the book-- I feel like I was robbed. 3 of 4 people found the following review helpful. Non-verbal communications 101 By Eric Kassin This book implies a business focus that it does not consistently deliver. The subtitle of the book, "How to read anyone in 3 seconds or less" is also contradicted by the fact that it is often changes is body language that convey the most meaning. This book provides a good overview to the subject of non-verbal communications, especially conveying how much it is used, and how frequently it is not noticed consciously. The author demonstrates considerable knowledge, especially with interesting tangential facts. Unfortunately, I did not find this book very usable by itself. This was somewhat due to the presentation focusing more on details than on themes. Even there, not many details were provided. Perhaps the author has more useful information available for purchase through his website- something he mentions a few times in the book. For those looking for a single book reference, I would recommend "What Every Body is Saying" by Joe Navarro. 0 of 0 people found the following review helpful. Good info but nothing new if you're into this subject By Customer I liked What Every Body is Saying and The Definitive Guide to body language much better; but this book was not bad if you're new to the subject of body language.

The Secret Language of Business reveals the secrets of body language and nonverbal communication. Successful professionals need more than just good communication skills, you also need the ability to interpret the nonverbal signals that everyone displays. Yoursquo;ll learn how to master and manipulate your own body language, read the body language of others, and influence people through your new skills and perception. No matter what business yoursquo;re in, this is a valuable guide to achieving more in life and business.

From the Inside Flap Doing business is a lot like playing poker; you make calculated risks and tough decisions based on the best information you have. In poker or business, it always helps to know what the other guy is thinking. Is he for real or full of it? Is he telling you the truth, or just telling you what you want to hear? Whether you're negotiating a deal with a client or collaborating on a project with a colleague, knowing what the other guy is thinking will always give you an edge. In The Secret Language of Business, Kevin Hogan reveals the basics of body language and how it exposes and influences attitudes, actions, and outcomes. Everyone conveys information through body language, whether they know it or not. Interpreting body language isn't magic, but a science you can master. This practical guide is based on hard science, reputable sources, and real-world situations. Master the concepts you find inside, and you'll gain a big advantage in every aspect of your lifemdash;professional and personal. Based on Hogan's twenty years of experience in communication, influence, and persuasion, The Secret Language of Business explains the key elements of body language and how they influence communication. It explores the meaning of what people wear and the symbols they surround themselves with and also details the importance of various contexts and environments in which communications take place. In addition to reading and analyzing the body language of others, Hogan will show you how to master and manipulate your own body language, regulating the information you reveal to others. In order to be a truly successful professional, you need more than just communication skills; you also need the ability to interpret the nonverbal signals that we all display. The Secret Language of Business, for the first time, applies the little-known secrets of body language and nonverbal communication to the realm of business. If you're a manager, salesperson, negotiator, business owner, or any sort of professional who deals with other people on a regular basis, the skills and knowledge inside are invaluable tools for achieving success in business and in life. From the Back Cover Praise for The Secret Language of Business "Hogan's book contains the secret every business leader needs to know. Great leaders don't just talk; they communicate. Through words, body language, and energy. I consider The Secret Language of

Business a must-read for anyone looking to enhance their leadership and communication skills." mdash;Jon Gordon, international bestselling author of *The Energy Bus* "We all sense that there is some extra-verbal communication going on under our noses, but also sense that we haven't quite cracked the code. This book does. If you want to understand the real communication of business (the one that's going on under the saccharine glaze of chit-chat) and then exploit it for your advantage, study this book from cover to cover." mdash;Mark Joyner, bestselling author of *Simpleology* "Hogan has done it again. His earlier work, *The Psychology of Persuasion*, was so well researched with clarity and specific examples, I used it as a training manual for our sales and customer service staff. The information immediately improved in-house morale and company success. Now Hogan has tackled the world of body language and nonverbal communication, yours and that of every person you meet anywhere in the world. The usual enigma disappears and bonding grows as a direct result of the strategies taught in *The Secret Language of Business*. There's an 'a-ha!' moment in every chapter. And the author helps the reader learn and apply each strategy with worksheets throughout. Simply terrific!" mdash;Elsom Eldridge Jr., author of *How to Position Yourself As the Obvious Expert* "The Secret Language of Business will not remain a secret for long! It is destined to become a classic for business readers and beyond. This comprehensive book flows with timely, accurate, and practical information. In Hogan style, it also entertains as it educates, making it a joy to read, whether you are seeking a solid introduction to nonverbal behavior or are an expert in the field." mdash;Mollie Marti, PhD, President of Performance Sciences, Inc.

About the Author Kevin Hogan is one of the nation's leading body language experts, as well as a public speaker and corporate trainer. He teaches, trains, and speaks about persuasion, influence, body language, emotional intelligence, communication, and motivation. He holds a doctorate in psychology and has consulted to many of the nation's biggest and most well known companies and organizations. For more information, visit www.kevinhogan.com