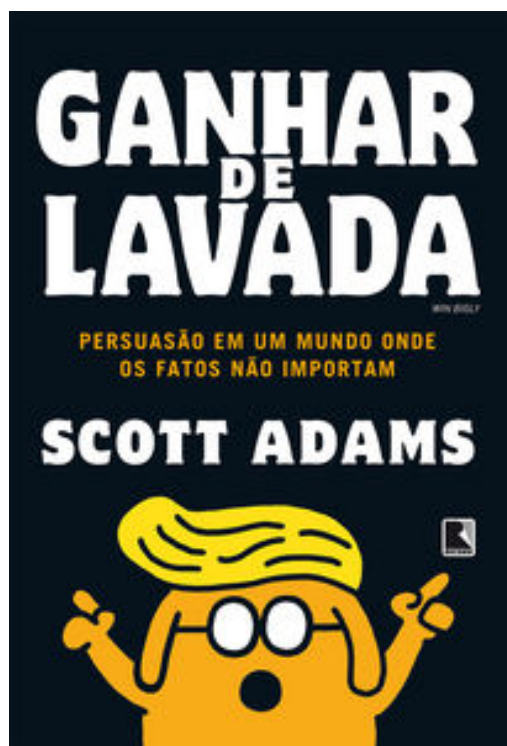


# Baixar Livros Gratuitos Ganhar De Lavada (PDF|ePub|Mobi|Mp3|Txt) Scott Adams Amor



Baixar livros gratuitos Ganhar de lavada (PDF|ePub|Mobi|Mp3|Txt) Scott Adams amor, Uma análise de **técnicas** de **persuasão** que podem ser usadas em qualquer situação. Scott Adams foi uma das primeiras figuras públicas a prever a vitória de **Trump**, mais ou menos uma semana depois de o renomado estatístico Nate Silver colocar suas chances em 2%. Adams reconheceu em Trump um nível de **persuasão** que só se vê uma vez na vida, por isso, este livro vai além da política para analisar **ferramentas** de persuasão que podem funcionar em **qualquer contexto**, oferecendo ao leitor o acesso à "senha de administrador" dos seres humanos. O autor nos mostra que somos **programados** para responder à **emoção**, não à razão. Podemos ouvir 10% de um discurso — um gesto aqui, uma frase ali — e, se os botões certos forem apertados, decidir que concordamos. Em seguida, inventamos razões para justificar nossa **decisão**. *Ganhar de lavada* é uma **leitura indispensável** se você pretende persuadir outras pessoas em qualquer campo, ou se quiser resistir a essas **táticas** quando forem usadas contra

você.

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