



Resistance is Useless: The Art of Business Persuasion

Geoff Burch

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This book will show you how anyone can be persuaded to do anything.

Geoff Burch has written a book that will change almost everything you ever believed about business and selling. Combining the quick wit of a stand up comedian with the serious thoughtfulness of a psychoanalyst, he explains the value and power of persuasion - a verbal martial art that, if used correctly will always give you the outcome you desire in your business dealings.

Resistance is Useless will show you how to:

- * Change anyone's opinion on any subject.
- * Transform a lynch mob into your most devout supporters.
- * Avoid wasting thousands of pounds on customer care while your accounts department is threatening to pulp your customer's fingers with a hammer.
- * Understand how a perfect product demonstration can get you hurled into the street by security.
- * Sell tanks to Genghis khan.

Readership: General Business, customer service and sales.

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