

Influence at Work

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Synopsis

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To be successful at work you also need to be influential at work. And to be influential requires an understanding of how the rules of influence work. Not just those mandated by logic, economics and company policy. But the unspoken rules too. The rules people rarely talk about, but that frequently have an out-sized impact on who and what gets listened to and done, and who and what gets ignored. Recognising and navigating these rules of influence is crucial to your persuasive success. *Influence at Work* shows you what these rules are and how to effectively deploy them to command attention; connect with others; win over the sceptics; sway the undecided and motivate people to act. The result is a new guide to an age-old subject: what influence is, why it matters, and how to use it wisely and ethically.

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