



Charisma: Seven Keys to Developing the Magnetism that Leads to Success

By Tony Alessandra

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Put simply, charisma is what makes people like you -- even when they don't know you. It's that special magic that gives the super-successful the ability to influence and persuade others. Do you have to be born with it? Definitely not, says Tony Alessandra, Ph.D., one of the most respected leadership motivators today. Whether you're a CEO or a clerk, an engineer or an entrepreneur, a store manager or a member of the PTA, charisma is something that can be learned, and learned fast.

Using self-quizzes and examples of charisma in action, Alessandra demystifies the concept of charisma, defines its seven key components, and offers a step-by-step program in "charisma basics" that shows you how to:

- Make first impressions powerful and positive
- Master the art of public speaking
- Develop the six essential skills of dynamic listening
- Jump-start your persuasive powers using four simple steps
- Harness the vital resources of time and space
- Motivate others by recognizing and adapting to the four core personality types
- Create and communicate your vision, your ideas, your products.

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Editorial Review

Amazon.com Review

Call it what you want: charm, personality, or sex appeal. Fact is, wildly successful people seem to have a lot more than their fair share of it. Fortunately for the rest of us, Tony Alessandra, author of a dozen books and popular speaker on marketing tactics and business relationships, believes everyone has the ability to cultivate and take advantage of it. In *Charisma: Seven Keys to Developing the Magnetism That Leads to Success*, he teaches the basics with the aid of "quick quizzes" and demonstrates their uses with the help of inspiring examples. --Howard Rothman

From Library Journal

It's not beauty, brains, or breeding that makes people successful, claims best-selling management guru Alessandra, but charisma?and he's prepared to teach us how to get it.

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Review

"LOADED WITH SUBSTANCE TO HELP YOU SUCCEED AND COMPETE IN THE TWENTY-FIRST CENTURY".

-- Business Times

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