



The Charismatic Edge: The Art of Captivating and Compelling Communication

By Owen Fitzpatrick

Gill Macmillan Ltd, Ireland, 2013. Paperback. Book Condition: New. 214 x 134 mm. Language: English . Brand New Book. The rules of communication have changed. Standing out is no longer just an advantage, it's a necessity. You are your own brand now. And unless you learn how to shine you will be left behind. Recent research suggests that although extroverts don't succeed more, those who make an impact do. That's where charisma comes in. Charisma is often misunderstood as a natural gift which some have and others don't. In this revolutionary book, one of the world's foremost authorities on the topic, Owen Fitzpatrick, explains why charisma is simply an impression you create in the mind of others and offers you a simple approach to developing your own charisma. If you are looking to get a promotion, become a better leader, master public speaking, build your business, sell more, improve your love life, social life or networking skills, you need to be effective at engaging people, you need to be effective at branding yourself and influencing others. Charisma is a must. And here's the good news: You can learn it. Find out: * The keys...



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