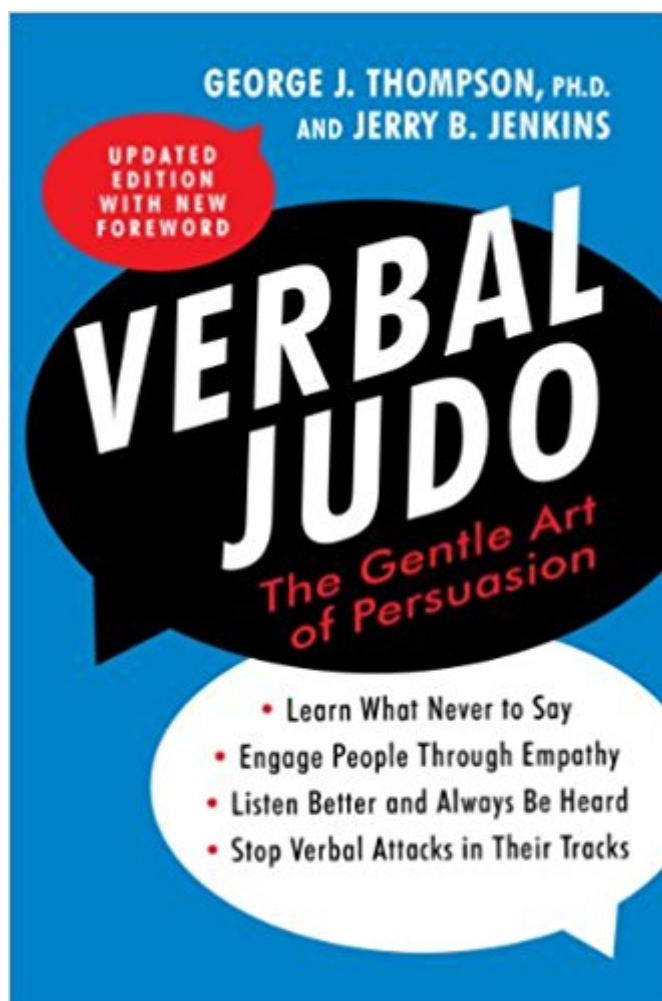


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Verbal Judo, Second Edition: The Gentle Art Of Persuasion



Synopsis

Verbal Judo is the martial art of the mind and mouth that can show you how to be better prepared in every verbal encounter. Listen and speak more effectively, engage people through empathy (the most powerful word in the English language), avoid the most common conversational disasters, and use proven strategies that allow you to successfully communicate your point of view and take the upper hand in most disputes. Verbal Judo offers a creative look at conflict that will help you defuse confrontations and generate cooperation from your spouse, your boss, and even your teenager. As the author says, "when you react, the event controls you. When you respond, you're in control." This new edition features a fresh new cover and a foreword demonstrating the legacy of Verbal Judo founder and author George Thompson, as well as a never-before-published final chapter presenting Thompson's "Five Universal Truths" of human interaction.

Book Information

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Customer Reviews

I dog-eared the hell out of this book and read it multiple times. The principles within allowed me to verbally de-escalate potentially dangerous situations at the juvenile correctional facility where I

worked. Also an excellent tool for building rapport and improving relationships with friends, acquaintances, and family members alike. I'm sure it will continue to be useful to me in my future career in law enforcement.

great book!

great book, life changing, and it will make you grow as a person. if you have a child in the teens or with communication issues, get this book for them.

everything as promised

I was very impressed with this book. As a person who has to interact with people from all over the world, I found this book to be beneficial with how I listen and talk to others, whether the person was asking a common question or venting over a complex problem. From explaining regulations to problem-solving, I thought I was good, but this made me even better! It identifies personality types, how to communicate with them, and also teaches small systems to improve communication with others in general. But the best part about this book is that it can be applied to everyone, and I mean everyone. If you're an executive, teacher, parent, or even just trying to improve your communication skills, pick this book up and read it. Highly recommend!

I am an acoustical and systems design consultant, and prior to that have held jobs in sound contracting and public assembly facility technical operations for a total of approximately 25 years. As anybody who has worked in the entertainment, performing arts, hospitality, or religious world can attest, I come into contact with more than my fair share of difficult people and tense situations. This book and the courses authorized or taught by its author were highly recommended to me approximately 15 years ago by a police lieutenant who gave a guest lecture in a criminology class I was taking in college. This same officer also mentioned the book at an in-house training event at the university sports/concert arena where I worked at the time. It is with no small amount of embarrassment that I must report that it took me until last year to "get around to" buying and reading this book. I certainly could have used its advice, even years before it was written! Suffice it to say that Verbal Judo is the type of book that is enlightening upon the initial read-through, but whose true value only comes from steady effort to change one's behaviors from long-held bad habits. I believe learning would be far more effective with ongoing practice and coaching, just as with a physical

martial art. However, until such a dojo opens its doors in my fair city, I shall have to make do with re-reading the book and discussing its application with others who have been similarly blessed by its wisdom.

Great product!!!

just what I need

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