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Split-Second Persuasion: The Ancient Art and New Science of Changing Minds: Author: Kevin Dutton: Edition: reprint: Publisher: HMH, 2011: ISBN: 0547545231, 9780547545233: Length: 304 pages: Subjects

An “entertaining” look at the psychology and neuroscience behind the act of influencing others (Kirkus Reviews). People try to persuade us every day. From the news to the Internet to coworkers and family, everyone and everything wants to influence our thoughts in some way. And in turn, we hope to persuade others. Understanding the dynamics of persuasion can help us to achieve our own goals—and resist being manipulated by those who don’t necessarily have our best interests at heart. Psychologist Kevin Dutton has identified a powerful strain of immediate, instinctual persuasion, a method of influence that allows people to disarm skepticism, win arguments, and close deals. With a combination of astute methods and in-depth research in the fields of psychology and neuroscience, Dutton’s fascinating and provocative book: Introduces the natural super-persuaders in our midst: Buddhist monks, magicians, advertisers, con men, hostage negotiators, and even psychopaths. Reveals which hidden pathways in the brain lead us to believe something even when we know it’s not true. Explains how group dynamics can make us more tolerant or deepen our extremism. Illuminates the five elements of SPICE (simplicity, perceived self-interest, incongruity, confidence, and empathy) for instantly effective persuasion. “[Split-Second Persuasion] offers some powerful insights into the art and science of getting people to do what you want.” —New Scientist

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A respected psychologist presents an anecdotal analysis of the role of coercion in modern culture while introducing the tactics of leading persuasion experts, from magicians and religious leaders to advertisers and con men.

Personal account of how a traumatic injury brought the author closer to God.

Rainmakers are the people who bring money into their organisations and this book is packed with hints and tips to pursue prospective customers and keep them.

The Awakening, originally titled A Solitary Soul, is a novel by Kate Chopin, first published in 1899. Set in New Orleans and on the Louisiana Gulf coast at the end of the 19th century, the plot centers on Edna Pontellier and her struggle between her increasingly unorthodox views on femininity and motherhood with the prevailing social attitudes of the turn-of-the-century American South.

The story of Izta, the Aztec princess who must fight for her father's kingdom doomed to fall into the hands of the evil and bloodthirsty high priest Axooxco. Her small army of loyal followers includes her life maiden, Xochitli; her wise but insecure advisor, Tochtli; and the brave Jaguar Knight Popoca who makes her heart leap. Is the love for her kingdom and her parents enough to overcome the magical-religious control over her people? A Story inspired by the Mexican legend of Popocatepetl (Smoking Mountain) and Iztaccihuatl (White Woman or Sleeping Woman), two of the tallest volcanoes in Mexico. The book includes eight (8) Illustrations by the author. Winner of the 2014 International Latino Book Award for Best Educational YA Book.

Life in lower class as offspring of a notorious thief was simple for the Quartar daughters until accidental mishaps with the other classes of society turn their dirt poor lives around for worse and better. Eight young women are taken from the slums into the high class world they never understood only at first to find betrayal, suffering, scandal, revenge and corruption. Then, before they know it they are wrapped in the grandest scandal their country of Galli has ever seen. The kingdom of Cretaine is trying to overthrow the corrupted kingdom of Galli. The Quartar family must betray their world in order to save Galli from a brutal civil war.

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