



The Power of Charm: How to Win Anyone Over in Any Situation

Brian Tracy , Ron Arden

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As one of the world's premier business consultants and personal success experts, Brian Tracy has devoted his life to helping others achieve things they never dreamed possible. Now, in his latest book, he gives readers the key they need to open any door...and get whatever they want, every time. The Power of Charm gives readers proven ways to become more captivating -- and persuasive -- in any situation. With his trademark directness, Tracy shows readers what charm can do, and how they can use simple methods to immediately become more charming and dramatically improve their social lives and business relationships. Readers will learn how to: * capture people's trust and attention within the first few seconds of meeting * win the support of others who can help them achieve their goals * master body language and advanced listening techniques * sell more of their products or services * deliver powerful and engaging talks and presentations * improve their negotiation skills * get paid more and promoted faster With The Power of Charm, readers will develop greater confidence and self-esteem and learn how to naturally create rhythm and harmony with others. It's a unique and powerful guide filled with proven techniques for making dreams come true -- in business and in life!

The Power of Charm: How to Win Anyone Over in Any Situation Details

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Brian Tracy , Ron Arden**

From Reader Review The Power of Charm: How to Win Anyone Over in Any Situation for online ebook

Katerina says

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Mostapha Es-Saidy says

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Joudi Shammaa says

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Alaa Jerbi says

Well, I really like the tips found in the book, I think most of them are the fundamentals of the charming personality but I can't give it 4 or 5 stars, because I dislike business authors like Brian Tracy, I find them to be so hungry for money that they write books in a cold way just to sell them to you so you can learn their manipulating social skills, They aren't really authentic and you can feel that from their books.

Liwin Tjoa says

I usually love reading books from Brian Tracy. His books have a lot of interesting stories to illustrate his points and they give the reader the impression that some research time has gone into them. "The Power of Charm", however, leaves the reader with a feeling that not a lot of time went into the writing of this book.

Everything in the book is so basic, nothing new. Each point could have been stated in one sentence, making the entire book a few pages long, but that wouldn't have been a book. I don't say this to be overly negative, it's just that if you've read more than two books on communication skills, you've already learned 99% of this book. If, however, you are totally new to this kind of reading, you may find the book useful.

Sadra Aliabadi says

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J. Schmidt says

This is book is actually really good: it covers the classic "ingredients" for being charming. It is easy to read and not too long.

Room for improvement:

- a) in my opinion humour plays a role in charm. Unfortunately, this has not been covered at all.
- b) There are plenty of better books on individual "skills" (e.g. listening skills are much better covered in "just listen" or "crucial conversations")
- c) It teaches an outside-in approach, which is dangerous as it can make you come across as incongruent. I would rather focus on the right mind-set and attitudes and let the tone of voice and behaviours arise from there...

Golden Flower says

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Heidi The Hippie Reader says

The Power of Charm is a book written for business professionals, who want to give themselves a bit of a leg up, by increasing their charm potential.

I found the book to be interesting, but it also flirts with the line between charming and manipulating. I suppose we could ask ourselves if, at the end of the day, there is any difference between the two.

Personally, I think there is.

In my mind, charm is unrehearsed, natural and springs from a genuine interest in others. Manipulation is ego-driven scheming. But, both can get you what you want.

I'm torn as to how this book actually fell on that scale. Some of the exercises feel like charm practices-others, like manipulation strategies.

Essentially, Brian Tracy and Ron Arden give listening and speaking tips to better understand whoever it is you're interacting with. There's nothing all that manipulative about polishing your communication skills.

On the other hand, in the chapter entitled: "Do Your Homework" in which the authors say, *"Anytime you are getting together with someone, socially or professionally, whom you particularly want to impress, do your homework. Learn what you can about that person before you actually meet. It's the best way to be charming and interesting to others."* pg 107. It didn't sit so well with me.

Here's why- Tracy gives the following story as an example: *"I learned of a successful business owner with a crack sales team who was discontented with the company he was representing. ... In asking around, I discovered that he was heavily into numerology and made all his decisions based on the numbers of the birth dates of potential business partners... One of his first questions of me was my birthday. I was prepared. I told him that it was a certain day, month, and year that added up to a 'lucky number' for business relationships. ... The preparation was the key."* pg 108.

That smacks to me of manipulation rather than charm. What do you think?

On the other hand, I seriously appreciated the tips on how to become a better conversationalist. I've got some work to do there.

Generally, I let my fast-talking husband take the lead in social conversations because he always has something to say. I see now how that may be a disservice to others who may want to get to know me better.

"The Secret of Charm: The deepest craving of human nature is the need to feel valued and valuable. The secret of charm is therefore simple: make others feel important." pg 12.

It is as simple and powerful as that. I'd also recommend being kind. The world could use more charm and kindness.

Recommended for readers who understand the difference between charm and manipulation. I'm not sure that includes me, but I've already read it so... sorry.

Niki says

Thought it was a fascinating book, mostly because it's quite different from lots of others. I especially liked his discussion on European psychological thought and how changing your behavior can result in a change to your mood/attitude. I liked his multiplicity of practical suggestions for body positioning and other behaviors that can help you become more interested in a person that you are conversing with. I thought it was a very practical book that can help even the most socially challenged of us.

NERD_1994 says

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Sergei_kalinin says

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Aseel says

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Jen says

The down-side is that there was nothing new, unique, or profound in this book. The upside is that it is short and super easy to read. So if this is the first book your are reading on this subject, you might be happy with this choice.

I was more annoyed with the layout of the book. There was so much empty space on the pages that with different editing, it could probably be a 75 page book! Perhaps they were trying to make it look more substantial.
