



# The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books)

By Russell Granger

[Download now](#)

[Read Online](#) 

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger**

**Introducing 7 scientifically proven ways to masterfully apply the skill of persuasion and get the results you want**

Everybody knows that the best way to persuade people to reach the “Yes” response is by using logic and reason, right? Wrong. According to the latest research in neuroscience, most people respond to emotional cues rather than rational ones. Instead of using facts and figures to persuade, you should be tapping into the brain’s internal triggers for making decisions. With the new technology of realtime brain imaging, scientists have been able to pinpoint seven of these emotional triggers.

Activating one or more of the other person’s triggers will make you a master persuader in every aspect of your life. You’ll learn how to motivate a “Yes” response from clients, coworkers, employees, and entire organizations.

Just say “YES” to success.

“7 Triggers to Yes is a great book. It's not the same old information repackaged. It contains information you can apply not only to your job but also in your everyday life, so you will forge constructive relationships, become a better leader, and create organizational change--all of which will lead to a more powerful, influential, and successful life.”

**--From the review by Melissa F. Thompson, project manager/instructional designer, in *Training Magazine***



[Download The 7 Triggers to Yes: The New Science Behind Infl ...pdf](#)



[Read Online The 7 Triggers to Yes: The New Science Behind In ...pdf](#)



# **The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books)**

*By Russell Granger*

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books)** By Russell Granger

**Introducing 7 scientifically proven ways to masterfully apply the skill of persuasion and get the results you want**

Everybody knows that the best way to persuade people to reach the “Yes” response is by using logic and reason, right? Wrong. According to the latest research in neuroscience, most people respond to emotional cues rather than rational ones. Instead of using facts and figures to persuade, you should be tapping into the brain’s internal triggers for making decisions. With the new technology of realtime brain imaging, scientists have been able to pinpoint seven of these emotional triggers.

Activating one or more of the other person’s triggers will make you a master persuader in every aspect of your life. You’ll learn how to motivate a “Yes” response from clients, coworkers, employees, and entire organizations.

Just say “YES” to success.

“7 Triggers to Yes is a great book. It's not the same old information repackaged. It contains information you can apply not only to your job but also in your everyday life, so you will forge constructive relationships, become a better leader, and create organizational change--all of which will lead to a more powerful, influential, and successful life.”

**--From the review by Melissa F. Thompson, project manager/instructional designer, in *Training Magazine***

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books)** By Russell Granger Bibliography

- Sales Rank: #267937 in Books
- Published on: 2008-01-07
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .70" w x 6.20" l, 1.10 pounds
- Binding: Hardcover
- 240 pages



[Download The 7 Triggers to Yes: The New Science Behind Infl ...pdf](#)



[Read Online](#) The 7 Triggers to Yes: The New Science Behind In ...pdf

**Download and Read Free Online The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger**

---

## **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **Steven Peterson:**

The book The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) can give more knowledge and also the precise product information about everything you want. So why must we leave a very important thing like a book The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books)? A few of you have a different opinion about book. But one aim which book can give many facts for us. It is absolutely appropriate. Right now, try to closer along with your book. Knowledge or data that you take for that, you are able to give for each other; you could share all of these. Book The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) has simple shape but you know: it has great and massive function for you. You can search the enormous world by open up and read a reserve. So it is very wonderful.

##### **Joy Hutchinson:**

Are you kind of active person, only have 10 or even 15 minute in your morning to upgrading your mind skill or thinking skill perhaps analytical thinking? Then you are receiving problem with the book compared to can satisfy your small amount of time to read it because this all time you only find book that need more time to be study. The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) can be your answer because it can be read by an individual who have those short extra time problems.

##### **Olga Snider:**

Reading a book to be new life style in this 12 months; every people loves to read a book. When you learn a book you can get a great deal of benefit. When you read textbooks, you can improve your knowledge, since book has a lot of information in it. The information that you will get depend on what forms of book that you have read. If you want to get information about your research, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, these kinds of us novel, comics, and soon. The The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) will give you a new experience in looking at a book.

##### **John Day:**

What is your hobby? Have you heard that question when you got learners? We believe that that problem was given by teacher with their students. Many kinds of hobby, All people has different hobby. And you also know that little person just like reading or as studying become their hobby. You should know that reading is

very important and also book as to be the point. Book is important thing to increase you knowledge, except your personal teacher or lecturer. You see good news or update regarding something by book. A substantial number of sorts of books that can you decide to try be your object. One of them is this The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books).

**Download and Read Online The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger #BDQZIOFA3CN**

# **Read The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger for online ebook**

The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger books to read online.

## **Online The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger ebook PDF download**

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger Doc**

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger MobiPocket**

**The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger EPub**

**BDQZIOFA3CN: The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions (Business Books) By Russell Granger**