

Contents

<i>About the Author</i>	<i>ix</i>
<i>Preface</i>	<i>xi</i>
1 Influencing Others to Change	1
2 The First Four Seconds	15
3 The Delta Model of Influence	31
4 Credibility: The Pivot Point of Persuasion	57
5 The New Principles of Influence	67
6 Introduction to Omega Strategies	83
7 Framing Principles, Persuasion Techniques, and Influential Strategies	107
8 Applying the Laws of Influence	133
9 The Influential Secret of Oscillation	159
10 Mind Reading: How to Know What They Are Thinking	169
11 I'll Think About It	175

12 How Their Brain Buys . . .You!	213
<i>Bibliography</i>	225
<i>Index</i>	233
<i>Need a Speaker?</i>	241