



To Sell Is Human: The Surprising Truth About Moving Others

Daniel H. Pink

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#1 New York Times Business Bestseller

#1 Wall Street Journal Business Bestseller

#1 Washington Post bestseller

From the bestselling author of *Drive* and *A Whole New Mind* comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives.

According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase.

But dig deeper and a startling truth emerges:

Yes, one in nine Americans works in sales. *But so do the other eight.*

Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, we're all in sales now.

To Sell Is Human offers a fresh look at the art and science of selling. As he did in *Drive* and *A Whole New Mind*, Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds.

Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change how you see the world and transform what you do at work, at school, and at home.

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Ricky Burnham:

As people who live in often the modest era should be revise about what going on or information even knowledge to make these people keep up with the era which is always change and move ahead. Some of you maybe will certainly update themselves by reading through books. It is a good choice for you but the problems coming to anyone is you don't know what kind you should start with. This To Sell Is Human: The Surprising Truth About Moving Others is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and want in this era.

Thomas Paris:

Spent a free time and energy to be fun activity to accomplish! A lot of people spent their spare time with their family, or all their friends. Usually they undertaking activity like watching television, likely to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Could be reading a book is usually option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to test look for book, may be the guide untitled To Sell Is Human: The Surprising Truth About Moving Others can be great book to read. May be it is usually best activity to you.

Michelle Mills:

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Katherine Khan:

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