

How to Get People To Do Stuff: master the art and science of persuasion and motivation

Ivo Dias de Sousa, 12/05/2014

Summary:

“How to Get People to Do Stuff: Master the art and science of persuasion and motivation” is a book written by Susan Weinschenk that totally delivers what the author promises. This book presents several ways on how to get staff to do things from the perspective of managers. This is the book ideal for you to read if you are in a management position. If you are a teacher or a parent this could be also a book for you – most of the strategies can also be applied with kids or students. Finally, many of the strategies of the book can also be used in everyday life.

Susan Weinschenk has a Master and Ph.D. from the Pennsylvania State University. She worked as a professor at State University of New York and has written several books about applying psychology to business environments. She is as well an experienced behavioural psychologist.

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