



Influencing Within Organizations

Andrzej Huczynski

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This unique book provides readers with vital information on one of the most important survival-success skill of the twenty-first century - influencing. By bringing the most consistent and dependable academic studies to light, and translating their conclusions into specific, behavioural steps, it gives readers an effective practical guide to successful influencing.

Fully revised to include the most up-to-date material, topics covered in this second edition include:

- verbal and non-verbal influencing
- impression management
- networking
- influencing in a group
- public speaking.

Combining academic rigour and practical relevance, this is an essential purchase for all students of organizational behaviour and theory, communication, and political persuasion as well as for those interested in analyzing the art of influencing.

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