



The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism

By Cabane, Olivia Fox

Portfolio, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "The top book I've read all year." -Dr. Tina Seelig, Executive Director for the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University's School of Engineering, and author of inGenius: A Crash Course on Creativity . "Olivia Fox Cabane offers hands-on advice and a practical guide to humanizing leaders without comprising integrity or authority. She focused on the 'it' factors that can make a real difference." -Laura Lang, CEO, Time Inc. "Cabane has done us a big favor. She's woven solid science and engaging narrative into an instructive treatment of the role of charisma in leadership-a topic that (until now) we only poorly understood." -Robert B. Cialdini, author of Influence "If you are interested in increasing your ability to be charismatic in your unique setting or employment, this book will give you direct skills to use." - Psychology Today "The Charisma Myth is an easy read, effectively integrating stories and research, strategies and applications, techniques and practices." - New York Journal of Books "We can't all be as charismatic as Alexander the Great or Madonna, but with Cabane's help, we can sure..."



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