

# Summary: To Sell Is Human - Daniel Pink: The Surprising Truth About Moving Others

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## **Summary: To Sell Is Human - Daniel Pink: The Surprising Truth About Moving Others**

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Complete summary of Daniel Pink's book: "To Sell is Human: The Surprising Truth About Persuading, Convincing and Influencing Others".

This summary of the ideas from Daniel Pink's book "To Sell is Human" explains how we sell to people every single day, whether we know it or not, by persuading others to do things. The author shows how you can improve your skills of persuasion to gets other to adapt to your way of thinking using a set of tools and tips. This book includes different ways of offering your idea, listening to others and making your message clear to help you perfect your approach.

#### Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your skills of persuasion

To learn more, read "To Sell is Human" and discover the science behind selling to develop one of the most useful skills available.



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