

Download The Soulful Art of Persuasion free Jason Harris (PDF, ePub, Mobi)



The Soulful Art of Persuasion is a revolutionary guide to becoming a master influencer in an age of distrust through the cultivation of character-building habits that are essential to both personal growth and sustained business success. This isn't a book full of tips and life-hacks. Instead, *The Soulful Art of Persuasion* will develop the habits that others want to be influenced by. This book is based on a radical idea: Persuasion isn't about facts and argument. It's all about personal character.

Jason Harris, CEO of the powerhouse creative agency Mekanism, argues that genuine persuasion in the twenty-first century is about developing character rather than relying on the easy tactics of flattery, manipulation, and short-term gains. It is about **engaging** rather than insisting; it is about developing **empathy** and communicating your **values**. Based on his experience in and out of the boardroom, and drawing on the latest in-depth research on trust, influence, and habit

formation, Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game.

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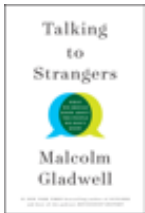
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