Essential NLP (Teach Yourself)

By Amanda Vickers

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This new edition of a popular guide to Neuro-Linguistic Programming draws on the latest neuroscience findings to give you a better understanding of NLP, and what it can do for you both professionally and personally. It introduces the foundations of NLP and the key principles of the technique, explaining the theory behind submodalities, the power of beliefs and values, and the importance of well-formed outcomes. Written in a jargon-free and accessible style, it will help you to use rapport, modelling and other effective strategies to achieve your goals at work - and to bring the principles of NLP to other areas in your life, making you an effective leader, partner and negotiator.

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Editorial Review

About the Author
Steve Bavister and Amanda Vickers are NLP Master Practitioners and consultants in presentation skills, personal impact and all aspects of communication. They run a highly successful global training consultancy and are experts in delivering skills training for business success.

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