

# Summary: Persuasion: Review and Analysis of Lakhani's Book

*By BusinessNews Publishing*

**The must-read summary of Dave Lakhani's book: "Persuasion: The Art of Getting What You Want".**

This complete summary of the ideas from Dave Lakhani's book "Persuasion" shows that persuasion is the art and science of getting exactly what you want. In its highest form, you can use persuasive techniques to position yourself as an expert and to help other people get what they want. In his book, the author explains how persuasion can and must be used to create win-win situations for everyone involved. This is a key distinction between manipulation and persuasion. Manipulative techniques never result in a lasting relationship, whereas those relationships based on the use of persuasion do endure.

**Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Persuasion" and discover how you can master the art of persuasion and start getting what you want.**

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## Summary: Persuasion: Review and Analysis of Lakhani's Book

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