



Charisma: Seven Keys to Developing the Magnetism that Leads to Success

Tony Alessandra

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Put simply, charisma is what makes people like you -- even when they don't know you. It's that special magic that gives the super-successful the ability to influence and persuade others. Do you have to be born with it? Definitely not, says Tony Alessandra, Ph.D., one of the most respected leadership motivators today. Whether you're a CEO or a clerk, an engineer or an entrepreneur, a store manager or a member of the PTA, charisma is something that can be learned, and learned fast.

Using self-quizzes and examples of charisma in action, Alessandra demystifies the concept of charisma, defines its seven key components, and offers a step-by-step program in "charisma basics" that shows you how to:

- Make first impressions powerful and positive
- Master the art of public speaking
- Develop the six essential skills of dynamic listening
- Jump-start your persuasive powers using four simple steps
- Harness the vital resources of time and space
- Motivate others by recognizing and adapting to the four core personality types
- Create and communicate your vision, your ideas, your products.

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