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Politics, legal decisions, mass media, news, and advertising are all influenced by the power of persuasion and influence us in turn. Sometimes we like to believe that we are immune to persuasion. That we have a natural ability to see through the sales pitch, comprehend the truth in a situation and come to conclusions all on our own.

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philosophical beliefs, people are always trying to persuade each other.

Rules of Persuasion - The Power of Persuasion

In an age of consensus and collaboration, command and control are out; influence and persuasion are in. Exercising power involves the right framing, careful presentation and the strategic use of influence. If you want to learn how to employ these subtle skills, getAbstract suggests turning to this savvy Harvard Business Essentials manual.

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