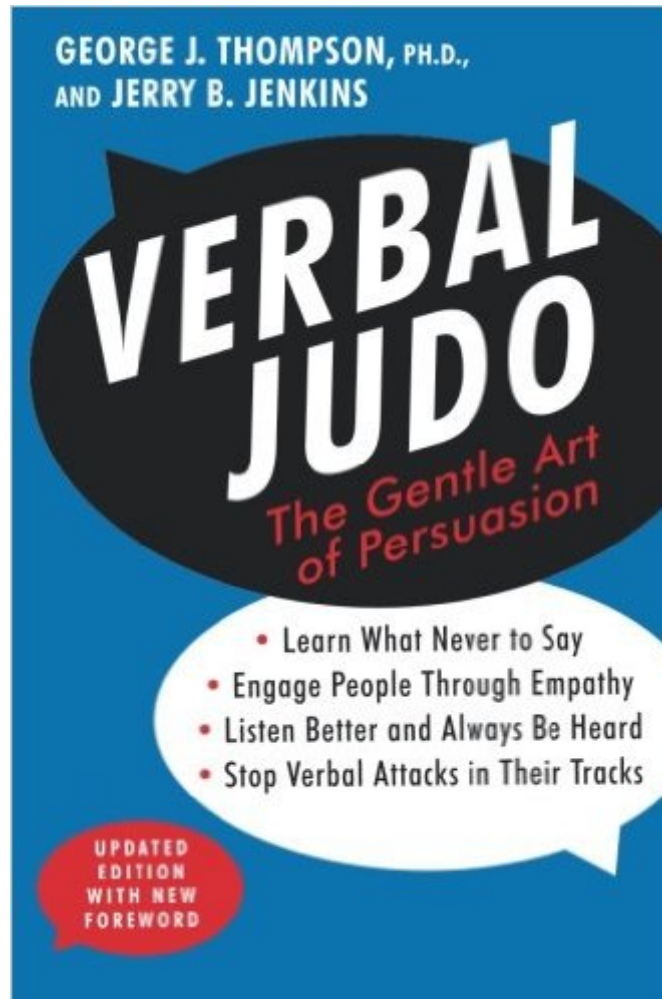


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# Verbal Judo: The Gentle Art Of Persuasion, Updated Edition



## Synopsis

"When you react, the event controls you. When you respond, you're in control." Verbal Judo is the classic guide to the martial art of the mind and mouth that can help you defuse confrontations and generate cooperation, whether you're talking to a boss, a spouse, or even a teenager. For more than a generation, Dr. George J. Thompson's essential handbook has taught people how to communicate more confidently and persuasively in any situation. Verbal Judo shows you how to listen and speak more effectively, engage others through empathy (the most powerful word in the English language), avoid the most common conversational disasters, and use proven strategies to successfully express your point of view and take the lead in most disputes. This updated edition includes a new foreword and a chapter featuring Dr. Thompson's five universal truths of "human interaction": People feel the need to be respected People would rather be asked than be told People have a desire to know why People prefer to have options over threats People want to have a second chance Stop being frustrated and misunderstood. Stop finding yourself on the losing end of an argument. With Verbal Judo you'll be able to have your say and say what you mean.

## Book Information

Paperback: 224 pages

Publisher: William Morrow Paperbacks; Updated edition (December 17, 2013)

Language: English

ISBN-10: 0062107704

ISBN-13: 978-0062107701

Product Dimensions: 5.3 x 0.5 x 8 inches

Shipping Weight: 11.5 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (387 customer reviews)

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## Customer Reviews

The author compares effective communication with martial arts, particularly judo, and illustrates his points through police stories, which makes the book both useful and interesting to read. Throughout the book are interspersed quotes from Sun-tzu, like "To win one hundred victories in one hundred battles is not the highest skill. To subdue the enemy without fighting is the highest skill." He distinguishes between 3 kinds of people: the nice, the difficult and the wimp. The nice people will do

what you ask them the first time you ask them. They like to cooperate. Difficult people will not do what you tell them the first time you ask. It is their nature that makes them say "Why? What for?" He adds that the 4 most popular questions Americans would ask are "Why?", "Who do you think you are to tell me what to do?", "Where do you get your authority?", and "What's in it for me?" And wimps are the ones who sound like nice people, but are closet difficult people. To your face they say "Oh yes," "I agree," "You're right", but later they get you in the back. Wimps hate authority, but they don't have the guts to challenge you. They want revenge because they feel the need to even the score. The first principle of physical judo is to not resist your opponent. Instead, move with him and redirect his energy - and the communication skills presented in the book follow the same pattern. The author mentions 11 things never to say to anyone (some of these statements may be more applicable to policemen on duty): "Come here!", "You wouldn't understand", "Because those are the rules", "It's none of your business", "What do you want me to do about it?", "Calm down!", "What's your problem?" "You never ..." or "You always ..."

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