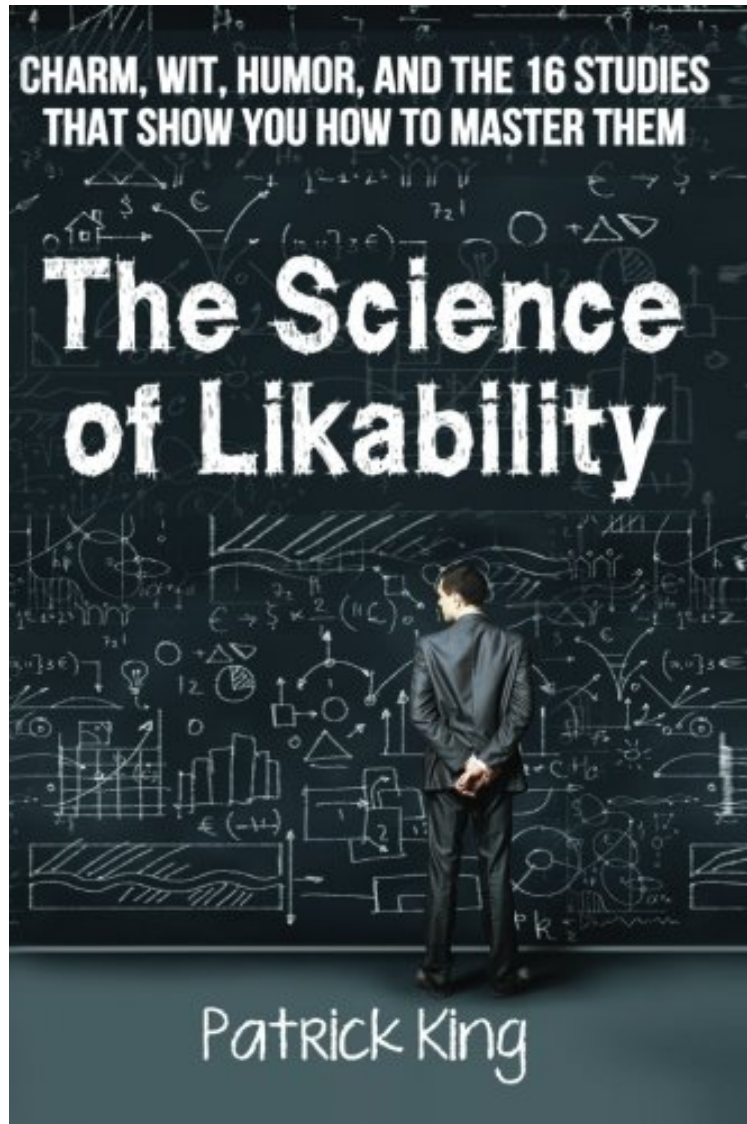


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# The Science of Likability: Charm, Wit, Humor, and the 16 Studies That Show You H

Patrick King

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**Patrick King : The Science of Likability: Charm, Wit, Humor, and the 16 Studies That Show You H** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Science of Likability: Charm, Wit, Humor, and the 16 Studies That Show You H:

80 of 86 people found the following review helpful. JUST OKAY By Dorothy McCabe Hmmm-m-m. Hate to be a dissenter here, but I really didn't learn much from this book. I bought it based on all the Five Star Rave Reviews; I

depend a great deal on those reviews, But really, does anyone not know basic friendship skills like "Be optimistic and positive," and "Look for common interests"? Perhaps there are readers who would gain from reading the Business Leadership chapters, which I wasn't that interested in. In that case it might be worth the 99 cents I paid for it on Kindle. If it was available in paperback I would have returned it. 3 of 3 people found the following review helpful. Great content and the right amount of science! By VBC Bookworm The premise of the book is pretty fascinating first of all so I think the author deserves a lot of credit for finding all of these studies, which must have taken a long time. He then reduces each study to a couple of major points that we can use in daily life, and I think anything else would be too complex and ultimately useless - If you wanted more, you should just study yourself! It was a good amount of detail and insight for me. I learned a lot from each study and definitely recommend this book! 1 of 1 people found the following review helpful. Enjoyable and Interesting Read! By Timothy C. Highly enjoyable and legitimate science here. I liked the approach King had to breaking down the studies and then educating the reader on the lessons to be learned. It's not heavy reading, but if I wanted that I would read the studies themselves. I was far more interested in King's analysis, as he seems to be a pretty well-known social skills coach. Anyway I learned a lot and came away with more knowledge about likability! So mission accomplished.

Are you interested in 100% scientific and proven ways to make friends quickly, negotiate anything you want, turn enemies into friends, gain trust, and just be flat-out likable? How about step by step, methodical, literally foolproof approaches to just make people want you around more? In *The Science of Likability*, that's exactly what you'll get. I've taken 16 of the most influential, famous, and effective psychological studies and broken them down to see exactly how you can use their findings to your advantage. Every piece of advice in this book to increase your social standing and likability factor is 100% backed by in-depth, peer-reviewed research. It turns out that the majority of what we do and feel is determined subconsciously - even how much people like you. Ever get that feeling that you just don't like someone's vibe, but can't explain why? It's the little things that influence our psychology, and you'll learn how subconsciously make yourself seem likable, trustworthy, and intelligent. From Freud, to Cialdini, to Pavlov, to Schachter, to Goleman, these 16 studies are insightful, analytical, sometimes surprising, but most importantly effective and actionable. They're easy to concretely implement in your daily life to level up your charm, wit, and humor. Likability is the key to business, love, and relationships - make sure you are living your potential! What will you learn? Well here's a preview... - Chapter 2: How to read people like a book. - Chapter 3: How to make friends out of enemies. - Chapter 5: How to instantly become a close friend. - Chapter 6: How to negotiate anything and be persuasive. Intrigued? How about the following? - Chapter 8: How to make people trust you. - Chapter 11: How to make people do what you want. - Chapter 12: How to be a leader that anyone will follow. - Chapter 15: How to be credible and trustworthy. Being likable unlocks the doors to everything you want in life. A better career? You better believe that the people with the most promotions and highest salaries aren't just the most qualified. Better love life? Being likable keeps you a potential date to anyone you want. Better relationships and friendships? Not only that, but you open the door to people wanting to be friends with you. 16 tested and proven ways to be the person you've always imagined yourself as. Don't hesitate to pick up your copy today by clicking the BUY NOW button at the top of this page! P.S. Make it so people can't help but simply like you.