



How to Win: The Argument, the Pitch, the Job, the Race

By Rob Yeung

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NEVER COME SECOND PLACE AGAIN

If you're not winning, you're losing. And you don't want to be a loser, do you?

Life is full of opportunities to win or lose on a daily basis. Want to win arguments, negotiate better and get your way in more discussions? Want to pitch ideas that win support and plaudits? Want to get yourself noticed and come out on top in the job market?

Discover how to triumph when it really counts. How can you gain the competitive advantage and come first more often? Learn how to avoid that frustration of not succeeding – when your point isn't heard in an argument, or your hard fought pitch is rejected – and to achieve the results you know you deserve.

THE SCIENCE OF WINNING

Drawing on the latest research and proven psychological principles, bestselling author and psychologist Dr Rob Yeung outlines practical success strategies and powerful scenarios that you can apply to all facets of your life.

This is your strategy book for success at work and in life.

Get the breaks, beat the others and take your life to a whole new level.

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