



# Neuro-linguistic Programming For Dummies

By Romilla Ready, Kate Burton

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**Neuro-linguistic Programming For Dummies** By Romilla Ready, Kate Burton

**Learn how to apply NLP to fine-tune life skills, build rapport, enhance communication, and become more persuasive**

One of the most exciting psychological techniques in use today, neuro-linguistic programming helps you model yourself on those-or, more accurately, the thought processes of those-who are stellar in their fields. Rooted in behavioral psychology of the 1970s, the concepts of NLP are now common to such diverse areas as business, education, sports, health, music and the performing arts-and have been instrumental in helping people change and improve their professional and personal lives. In this handy, informative guide, you will acquire a basic toolkit of NLP techniques, with advice on the NLP approach to goal-setting, as well as insights on how you think, form mental strategies, manage emotional states, and, finally, understand the world.

- With new content on new code NLP, symbolic modeling, clean language in the workplace and energetic NLP-techniques developed after the first edition
- Includes updated information throughout and two new chapters: Dipping into Modeling and Making Change Easier

Not simply a guide to reprogramming your negative or habitual thoughts, this practical, down-to-earth introduction to NLP is the first step to fulfilling personal and professional ambitions and achieving excellence in every sphere of your life.

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#### Review

“...well written...will undoubtedly interest and delight many people...” (Resource Magazine, August 04)

“...thankfully avoids the jargon of many other books and provides basic essentials..” (Campus.ie September 2004)

“...If you buy a book with “For Dummies” in the title then I guess there isn’t much room for complaint...” (Honest ABE’s NLP Emporium, 3<sup>rd</sup> December 2004)

“...aims to give you the skills to think clearly about your own actions and understand the motivations for other people's...” (Independent on Sunday, 2<sup>nd</sup> January 2005)

“an excellent and straightforward guide that is worth every penny”. (*Candis*, March 2007)

“It is friendly and accessible, written by enthusiasts who have an obvious love of their subject.” (*First Voice For Business*, May 2007)

#### From the Back Cover

#### **Turn positive thoughts into positive action**

Neuro-linguistic Programming (NLP) provides essential building blocks for discovering how people think and manage their emotional states. This practical guide shows you how to unwrap core NLP skills such as rapport-building and mirroring techniques, and enables you to use them to achieve personal and professional fulfilment. So whether you want to build your self-confidence, communicate effectively, or make life-changing decisions, this book gives you the tools you need to succeed.

- **Unlock the essentials** – discover the strength of NLP techniques and find out how to make them work for you
- **Make friends and influence people** – discover how to push people's buttons and get the most out of rapport-building techniques
- **Open your NLP toolkit** – unravel your subconscious and re-programme negative associations and habits
- **Talk the talk** – maximise the power of language and become a hypnotic communicator
- **Integrate your learning** – discover how to make the changes that make a difference

Open the book and find:

- The twelve NLP assumptions – and what they mean for you
- How to create a formula for success
- Tips on becoming a more confident presenter and communicator
- Techniques for making and breaking rapport with other people
- How to grow from past experiences
- Ways to drive your habits in the right direction
- Advice on how to ask the right questions
- Recommended resources to take your learning further

## About the Author

**Romilla Ready** is an NLP Master Practitioner and the architect of 'Relationship Wizardry in Business', a programme of training and coaching for business executives.

**Kate Burton** is a leading international executive coach with a background in corporate communication in IT, and works with clients such as HP, KPMG, and Microsoft. Romilla and Kate are the authors of the best-selling *Neuro-linguistic Programming Workbook For Dummies*.

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