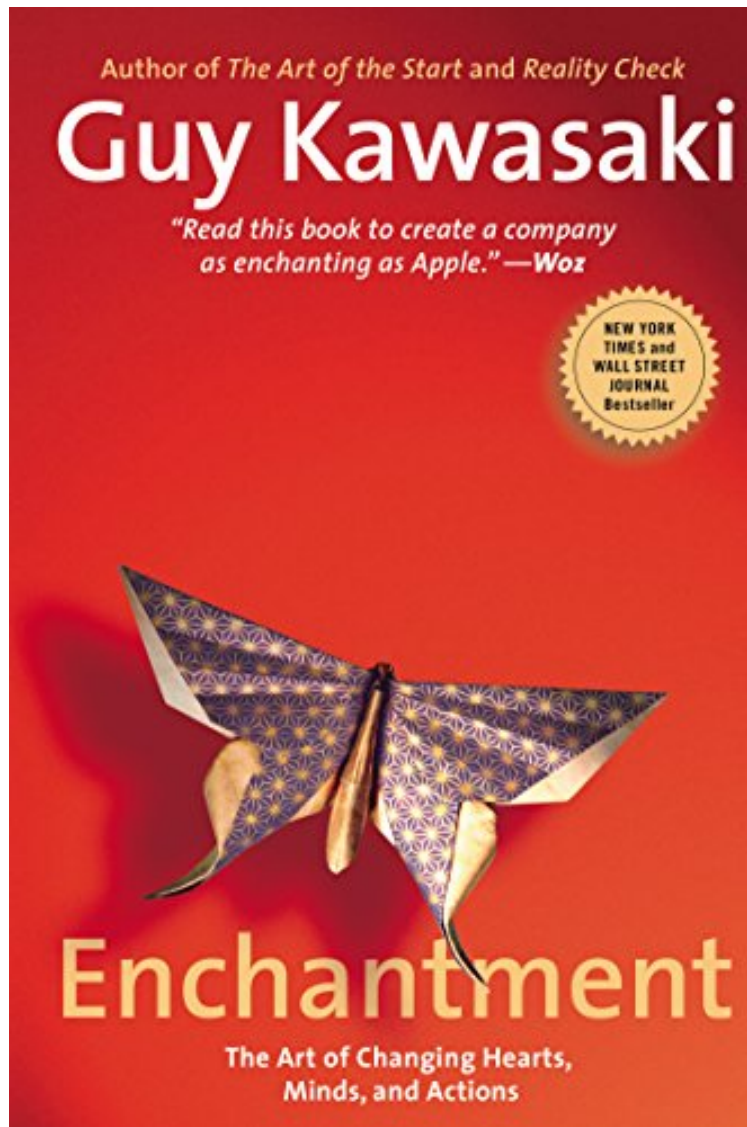


(Free) Enchantment: The Art of Changing Hearts, Minds, and Actions

## Enchantment: The Art of Changing Hearts, Minds, and Actions

*Guy Kawasaki*

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**Guy Kawasaki : Enchantment: The Art of Changing Hearts, Minds, and Actions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Enchantment: The Art of Changing Hearts, Minds, and Actions:

3 of 3 people found the following review helpful. Enchantment In SalesBy Mark G.This will be a short review, for I am a man of few words.I'm in sales as a territory manager in the Carolinas for a manufacturer in the natural products industry. From reading this book, I was able to glean principles to apply in my day to day business with accounts; even though I think this book is geared more toward entrepreneurs.I read a review where someone said this book was too simple. Exactly! I think the book was suppose to be simple. Just as doing business with anyone today should be made

simple. This is one of the points I take from 'Enchantment', how to simplify business with the accounts and consumers I come into contact with. The "How To Achieve Likeability" and "How To Achieve Trustworthiness" are two factors that play a big role in what I do in sales. So the bottom line for me here is, it's about building and maintaining the relationship. This makes doing business easier in the long run. The company I work for gives their territory managers multi-paged pitch books to use in selling promotions to accounts. I dislike using them. Too many pages. Guy's 10-20-30 rule is what I now follow. I tweak my Keynote presentations to make them short and sweet. All the other information from the pitch-books I learn and can relay without a slide. 1 of 1 people found the following review helpful. Skims the surface By Whitney Ford I'm left asking "but, how?" Guy gave few tangible examples of enchantment, most of the book is explaining what enchantment is...not specifics on how to do it if it doesn't come to you naturally. Worth a read but could be much better...I expected more. 1 of 1 people found the following review helpful. Helpful, friendly, light, relatable. By tvjames After reading this book, I decided to start a new tradition - my Christmas gift to my direct reports each year would be a book, so for 2013, this is what they each received. And in the following weeks, conversations with them showed me that they were reading, processing and working to apply what they had read. We're all a bunch of technical introverts, so this book was really helpful at challenging us to get out of our shells and to be cognizant of important topics like being in control of your own branding/marketing.

Enchantment, as defined by bestselling business guru Guy Kawasaki, is not about manipulating people. It transforms situations and relationships. It converts hostility into civility and civility into affinity. It changes the skeptics and cynics into the believers and the undecided into the loyal. Enchantment can happen during a retail transaction, a high-level corporate negotiation, or a Facebook update. And when done right, it's more powerful than traditional persuasion, influence, or marketing techniques. Kawasaki argues that in business and personal interactions, your goal is not merely to get what you want but to bring about a voluntary, enduring, and delightful change in other people. By enlisting their own goals and desires, by being likable and trustworthy, and by framing a cause that others can embrace, you can change hearts, minds, and actions. For instance, enchantment is what enabled . . .  
• A Peace Corps volunteer to finesse a potentially violent confrontation with armed guerrillas.  
• A small cable channel (E!) to win the TV broadcast rights to radio superstar Howard Stern.  
• A seemingly crazy new running shoe (Vibram Five Fingers) to methodically build a passionate customer base.  
• A Canadian crystal maker (Nova Scotian Crystal) to turn observers into buyers. This book explains all the tactics you need to prepare and launch an enchantment campaign; to get the most from both push and pull technologies; and to enchant your customers, your employees, and even your boss. It shows how enchantment can turn difficult decisions your way, at times when intangibles mean more than hard facts. It will help you overcome other people's entrenched habits and defy the not-always-wise "wisdom of the crowd." Kawasaki's lessons are drawn from his tenure at one of the most enchanting organizations of all time, Apple, as well as his decades of experience as an entrepreneur and venture capitalist. There are few people in the world more qualified to teach you how to enchant people. As Kawasaki writes, "Want to change the world? Change caterpillars into butterflies? This takes more than run-of-the-mill relationships. You need to convince people to dream the same dream that you do." That's a big goal, but one that's possible for all of us. From the Hardcover edition.

From Kirkus sApple's former chief evangelist leads businessfolk down the path to enchantment. The entrepreneur's entrepreneur is back with his 10th book, this time tackling the tricky art of influence and persuasion. Kawasaki (Reality Check: The Irreverent Guide to Outsmarting, Outmanaging and Outmarketing Your Competition, 2011, etc.) transforms the otherwise exhausted and overwrought tropes of how to win friends and influence people with a complete makeover here, whether he's talking about wardrobe choice or tips for effective swearing. The author, a modern-day Dale Carnegie, offers explanations on how to wield the most influence in the digital age: Push Technologies like presentations, e-mails and Twitter are discussed as active means of enchanting others, while Pull Technologies like Facebook, YouTube and LinkedIn passively draw them in. The author's suggestions for achieving likeability and trustworthiness, as well as overcoming resistance, are thoroughly explained and can easily translate from the workplace to the real world. Kawasaki makes good use of subheads and bullet points, rendering information in a searchable format. He ends each chapter with an anecdote that illuminates the effectiveness of his techniques; while it's not original, it's effective. The author's trademark light and airy style is on display, but it's his humor and empathy that makes the heavy use of BusinessSpeak and buzzwords more easily palatable. Informative, concise guide from one of America's most influential and, yes, enchanting entrepreneurs. "Read this book to create a company as enchanting as Apple." -Steve Wozniak, co-founder of Apple "Guy's book captures the importance - and the art - of believing in an idea that delivers something entirely unique to the customer. The power of a really good idea to transform the marketplace and individual customer experiences is huge, and this book offers a wealth of insights to help businesses and entrepreneurs tap into that potential." -Sir Richard Branson, Founder of the Virgin Group "Kawasaki provides insights so valuable we all wish we'd had them first." -Robert B. Cialdini, author of Influence: Science and Practice "The best overall treatise on interpersonal relationships since Dale Carnegie wrote

How to Win Friends and Influence People." -Michael Gartenberg, research director, Gartner "Guy has written the small-business manifesto. There is nothing more important for entrepreneurs than to enchant their customers, and Guy explains exactly how to do this." -Jane Applegate, small-business management expert and author of 201 Great Ideas for Your Small Business "Guy teaches you how to pull gems from people's hearts and minds and how to become an effective practitioner of life's crucial domains. Clearly, I taught him well." -Dr. Phil Zimbardo, professor emeritus of psychology, Stanford University "You feel it when you drive a BMW, touch an Apple iPad, shop in a Sephora store, or buy shoes from Zappos. Kawasaki reveals how you can deliver the same enchanting experiences as these famous brands." -Robert Scoble, Rackspace videoblogger

About the Author  
Guy Kawasaki is the former chief evangelist of Apple. He is also the cofounder of Alltop.com (an online magazine rack of popular topics on the Web) and a founding partner at Garage Technology Ventures. His nine previous books include the international bestseller *The Art of the Start*, as well as *Reality Check*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He has a BA from Stanford University and an MBA from UCLA. He lives in Silicon Valley with his wife and four children. Visit [www.facebook.com/enchantment](http://www.facebook.com/enchantment)