# To Sell Is Human in 30 Minutes - The Expert Guide to Daniel H. Pink's Critically Acclaimed Book (The 30 Minute Expert Series)

*The 30 Minute Expert Series*

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*The 30 Minute Expert Series*

**To Sell Is Human in 30 Minutes - The Expert Guide to Daniel H. Pink's Critically Acclaimed Book (The 30 Minute Expert Series)** The 30 Minute Expert Series

**To Sell Is Human ...in 30 minutes** is the essential guide to quickly understanding the important sales lessons outlined in Daniel H. Pink's best-selling book, *To Sell Is Human: The Surprising Truth About Moving Others*.

In **To Sell Is Human**, renowned author Daniel H. Pink contends that the line between seller and customer has blurred, and that everyone, no matter their occupation, spends most of their time selling something to somebody else, whether it's a product, an idea, or an agenda. Pink breaks down the science of selling effectively, pulling from extensive research on the psychology of persuasion. *To Sell Is Human* is an invaluable resource for improving your ability to successfully move others in your professional and personal life.

**Use this helpful guide to understand *To Sell is Human* in a fraction of the time, with tools such as:**

• Concise synopsis examining the key principles of *To Sell Is Human*
• In-depth analysis of the new ABCs of sales (*Attunement*, *Buoyancy*, *and Clarity*)
• Breakdown of how to create a successful pitch
• Lessons on applying important sales concepts from *To Sell is Human* in personal and professional contexts

As with all books in the 30 Minute Expert Series, this book is intended to be purchased alongside the reviewed title, *To Sell Is Human: The Surprising Truth About Moving Others.*

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