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"Granger gives the complex art of persuasion... clarity and a process for success."

—Leslie Schweitzer Miller, M.D.

New York University Psychoanalytic Institute

TRIGGERS TO Solve of the solve

The New Science Behind Influencing People's Decisions

RUSSELL H. GRANGER

Critical Acclaim for

The 7 Triggers to YES

"A fascinating window into how we really influence others' decisions and behaviors. Armed with this new scientific knowledge anyone can become a more effective leader and manager by efficiently producing results through others."

—Donald F. Donahue, president, National Securities Clearing Corporation; chief operating officer, The Depository Trust & Clearing Corporation; and president, The Depository Trust Corporation

"As one of many professionals whose work depends on the basic psychological principles outlined by Freud, I see daily proof that personal reactions, decisions, and perceptions are driven by emotions, which become rationalized after the fact. Brain imaging now offers concrete evidence. Using the latest technological data, Granger gives the complex art of persuasion the ease of paint-by-numbers clarity and a process for success."

—Leslie Schweitzer Miller, M.D., New York University Psychoanalytic Institute

"By applying the principles and system Granger provides, businesses and organizations can run more effectively and more efficiently. With willing compliance, the seven triggers will help people get things done more quickly, more easily, and with better results."

—Michael J. Iandolo, president and general manager, Lucent Technologies Mobility Solutions

"Recent advances in brain imaging research provide a much clearer picture of what actually motivates an individual's actions. Granger has transformed this research into a readily understandable and workable program that enables the reader to apply that information to his or her chosen career and produce desired results when interacting with others. Regardless of your organizational role or position, when you need to persuade, *The 7 Triggers to YES* shows you how in a new and highly effective way."

—Robert H. Miller, former president and CEO, Charles of the Ritz Group, Ltd.

"The lessons learned here should be a great help to any budding diplomat or politician."

-Nicholas Rey, United States Ambassador to Poland, 1993-1997

"Bravo! I couldn't put it down. As a technically trained MBA, I made business presentations for years using logic, reason, and a wealth of data. I now see there is a more effective and much more efficient way to persuade and influence others. I'm giving a copy to my architect son, who like all of us, needs to persuade successfully."

—Josiah Stevenson, former director of development,

Dartmouth College

"Russ has assembled an impressive army of thought leaders on the subject of persuasion. Instead of telling the reader, he's softly selling the reader on the world's collective wisdom on what it really takes to persuade and win. A great read."

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—Gerhard Gschwandtner, founder and publisher, Selling Power

"We had a saying while I was Publisher of TRAINING Magazine: 'Sell the heart and the mind will follow!' It worked! But we really didn't know why. Granger has pulled the veils back to explain this persuasion skill in The 7 Triggers to Yes. He explains with complete clarity how the brain responds to decision-making stimuli, and how to appeal to basic needs and instincts. What a great formula! The book can be absorbed in a few hours, and with practice, will lead to years of success."

-Jerry C. Noack, retired publisher, TRAINING Magazine

"The book is pathbreaking. Implementation is the bane of management groups and teams. The book explains a framework to make implementation 100% effective in a short time frame and with total buy in. It's been a long time since a book on management has equaled the thrill while reading a good mystery. It was hard to put down."

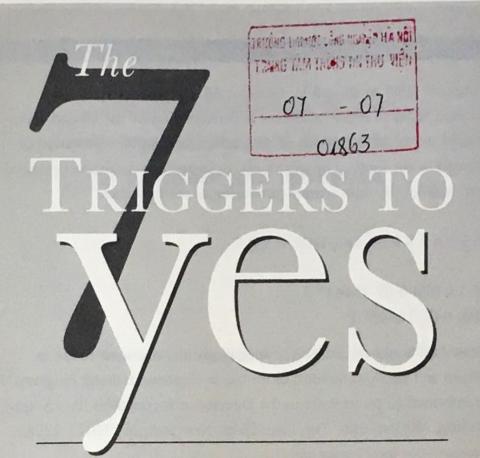
 Shailesh Mor, director of ocean services, Expeditors International, Delhi, India

"The book is so essential to our growth that I have passed it on to top management. The 7 Triggers to YES is essential to the success of both our own sales team and our independent agents. We see a lot of management and sales training—this is really cutting edge!"

—Sharon Denzler, CPCU, director of training, All Risks Ltd. insurance company

"Getting a nod from your supervisor, your manager, or your board of directors, is all about getting 'Yes.' The book has introduced me to triggers which I can now proactively put into practice."

-Anand Chaturvedi, Bangalore, India



The New Science Behind Influencing People's Decisions

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