

(Full Text) Magic Words by Jonah Berger

Magic Words
By: Jonah Berger

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A NEXT BIG IDEA CLUB 'MUST-READ' New York Times bestselling author Jonah Berger's cutting-edge research reveals how six types of words can increase your impact in every area of life from persuading others and building stronger relationships, to boosting creativity and motivating teams. Almost everything we do involves words. Words are how we persuade, communicate, and connect. They're how leaders lead, salespeople sell, and parents parent. They're how teachers teach, policymakers govern, and doctors explain. Even our private thoughts rely on language. But certain words are more impactful than others. They're better at changing minds, engaging audiences, and driving action. What are these magic words, and how can we take advantage of their power? In *Magic Words*, internationally bestselling author Jonah Berger gives you an inside look at the new science of language and how you can use it. Technological advances in machine learning, computational linguistics, and natural language processing, combined with the digitization of everything from cover letters to conversations, have yielded unprecedented insights. Learn how salespeople convince clients, lawyers persuade juries, and storytellers captivate audiences; how teachers get kids to help and service representatives increase customer satisfaction; how startup founders secure funding, musicians make hits, and psychologists identified a Shakespearean manuscript without ever reading a play. This book is designed for anyone who wants to increase their impact. It provides a powerful toolkit and actionable techniques that can lead to extraordinary results. Whether you're trying to persuade a client, motivate a team, or get a whole organization to see things differently, this book will show you how to leverage the power of magic words.

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