

Top-Rated Author/Speaker Mark Rodgers Writes Definitive Book on Persuasion in Business

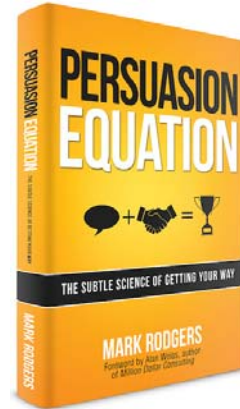
Experts say ‘yes’ to *Persuasion Equation*:

“There are approximately 1,001 research-based tips in this book for making yourself more persuasive in business situations. Mark Rodgers talks about something else that’s just as important, though: how to conduct yourself with grace and integrity when things don’t go your way.”

— Daniel Pink, Bestselling Author of
To Sell is Human and Drive

*“Anyone in a role that requires advocacy and influence would benefit from the practical advice Mark Rodgers offers in *Persuasion Equation*.”*

— Steve King, Executive Director
Center for Professional and Executive Development
University of Wisconsin School of Business



MILWAUKEE, WI (APRIL 2015) — How do you get people to see things your way? Whether you’re trying to secure a promotion, make a sale or rally support for a new idea, the ability to persuade those around you is absolutely essential to success.

Award-winning author and in-demand speaker and consultant Mark Rodgers has spent three decades helping people hear “yes” more often, and now — for the first time all in one place — he’s put everything anyone needs to go from zero to persuasion hero. *Persuasion Equation: The Subtle Science of Getting Your Way* is the only book you’ll need to help you receive the green light on a project, successfully win that promotion or land your biggest client ever.

“As principal partner of a thriving consulting practice built on persuasion success, I’ve created methods and models that have enabled thousands of people to earn millions of dollars for their organizations and themselves,” says Rodgers, who lives in the Milwaukee area. “I don’t just write, speak and consult about persuasion; I live it.”

Merging research and real-world applications, this eye-opening and practical book reveals universal but surprising truths about:

- **Persuasion: What it is and what it isn’t — plus how it should be used**
- **Credibility: How it’s gained, lost and rebuilt**
- **Decision Making: Real reasons why people say “no” — and how to move them toward “yes”**
- **Personality differences, gender gaps and age disparities: How to leverage them and gain agreement**

“We’re thrilled Mark has joined our family of authors,” says Bob Nirkind, senior acquisitions editor for AMACOM, the book division of the American Management Association, *Persuasion Equation*’s publisher. “He brings his own distinctive take on how to get to ‘yes’ in any persuasive situation.”

Persuasion is not magic. Instead, you need a dynamic process designed to meet any business circumstance, in any industry, at any level. That process is the Persuasion Equation, and it’s one that Mark Rodgers will help you solve.

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