

The Art of SpeedReading People: How to Size People Up and Speak Their Language

By Paul D. Tieger, Barbara Barron-Tieger



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In business & in life, communication is the key tto success. And, as made clear in this book, learning to use the power of Personality Type is the key to communicating more effectively. Now in the same successful format as the bestsellers Do What You Are & Nurture by Nature, The Art of Speed Reading People offers a revolutionary new tool for sizing up people & speaking their language. A salesperson pitching a customer. A manager trying to motivate an employee. A teacher attempting to make a point with a student. In any of these situations, the power to "read" another person can be a powerful advantage. Drawing on the same scientifically validated Personality Type model that many Fortune 500 companies use, this book shows how anyone can quickly identify key personality characteristics through a person's appearance, vocabulary, body language, occupation, education, & interests. The Art of SpeedReading People is the ultimate communication resource - the next best thing to having X-ray vision.



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Editorial Review

Amazon.com Review

Do you communicate ineffectively with some people and powerfully with others? The reason may be a difference in personalities and communication preferences. *The Art of Speedreading People* is a crash course in communication strategies, showing you how to observe behavioral clues to gain valuable insights into people's personalities and communication styles. The result: you become a more effective and convincing communicator, and you are more likely to receive the response you want.

This book is like a practical communications seminar based on the psychology model called Personality Typing, which is focused on identifying key personality traits in order to communicate most effectively. First, you analyze your own personality type and determine your placement on the scales of extrovert/introvert, sensor/intuitive, thinking/feeling, and judging/perceiving. The book then teaches you about the clues that indicate other people's personality type, including speaking style, body language, and occupation. You test yourself by reading a few scenarios and personality typing the characters described. You put the system to work by learning approaches to "speedreading" people in person and on the phone using skill-building exercises. Finally, you learn how to communicate effectively with people who are a different type or temperament than you. *The Art of Speedreading People* is intriguing and useful, especially for those who work in a sales, service, teaching, or managerial position, or any job where effective and positive communication is paramount.

From Booklist

The authors have taken a well-respected aspect of psychology called "personality typing" and devised the art of "speed reading" people as a powerful tool for quickly and accurately identifying key personality traits for effective communication. The book also serves as an infomercial for the authors' consulting practice. Tieger and Barron-Tieger aim to accurately identify key characteristics of personality that are present in all people, through understanding how people are energized, what kind of information they naturally notice and remember, how they make decisions, and how they organize the world around them. The first section of the book is devoted to the underlying principles of personality type, the second section addresses communicating with people in their favorite style, and the final section deals with understanding and appreciating the subtleties and preferred communication styles of the 16 types identified by the concept of personality type. Although some readers may not agree with all of the authors' views, this book provides useful insight into the ongoing challenge of effective communication. *Mary Whaley*

About the Author

Paul D. Tieger and Barbara Barron-Tieger, authors of the bestselling DO WHAT YOU ARE and NUTURE BY NATURE, are well-known authorities in the application of Personality Type and have trained thousands of managers, counselors, and teachers over the past fifteen years. They live in West Hartford, Connecticut.

Users Review

From reader reviews:

Max Norris:

Have you spare time for any day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity to get spend your time. Any person spent all their spare time to take a move,

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Frank Johnson:

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Laverne Jackson:

The particular book The Art of SpeedReading People: How to Size People Up and Speak Their Language has a lot of knowledge on it. So when you read this book you can get a lot of profit. The book was published by the very famous author. Tom makes some research prior to write this book. This kind of book very easy to read you can obtain the point easily after scanning this book.

Kimberly Martin:

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