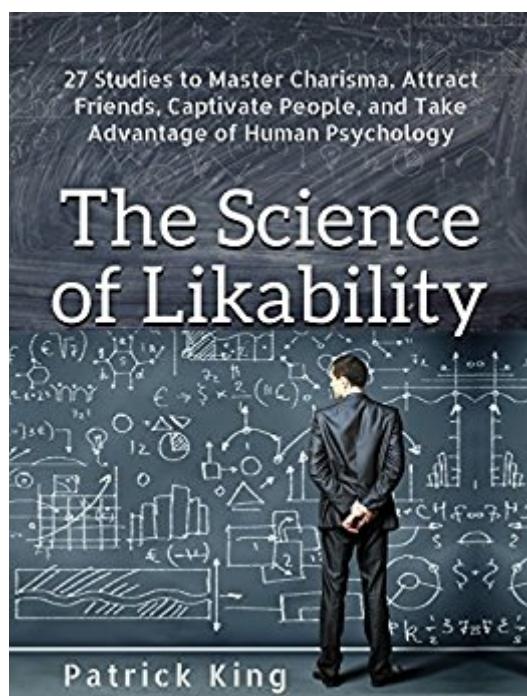


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# The Science Of Likability: 27 Studies To Master Charisma, Attract Friends, Captivate People, And Take Advantage Of Human Psychology



## Synopsis

100% scientific and proven ways to make friends quickly, turn enemies into friends, gain trust, and be flat-out likable. Some of the most interesting, shocking, and counterintuitive scientific conclusions to simply make people want to be around you. In *The Science of Likability*, you'll get all that and more. I've taken 27 seminal scientific and psychological studies and broken them down so you can use their findings to your advantage. Every piece of advice in this book to increase your social standing and likability factor is 100% backed by in-depth, peer-reviewed research. Learn how subconsciously make yourself seem likable, trustworthy, and intelligent. You can get a new haircut and wardrobe, and you even learn funny jokes. But likability is something more. It's subconscious, and it's the small signs that signal our brains to let their guards down and embrace others. Learn what common sense and intuition doesn't teach you. Analysis and insight from the best in the business. From Freud, to Cialdini, to Pavlov, to Schachter, to Goleman, these studies are insightful, analytical, sometimes surprising, but most importantly effective and actionable. Pair that with the insight and human intelligence factor of bestselling author and social skills coach Patrick King, and you have a guide that can be read equally for education as for helpful, real advice. Small and subtle actions, big results. - Chapter 1. How to Improve People's Moods. - Chapter 2. How to Turn Enemies into Friends. - Chapter 6. How to Gain Trust and Credibility. - Chapter 7. How to Work Well With Others. Understand what makes people tick. - Chapter 8. How to be More Endearing. - Chapter 10. How to Lead Anyone. - Chapter 11. How to Avoid Being Judged. - Chapter 13. How to be Funny and Charismatic. Being likable unlocks the doors to everything you want in life. A better career? You better believe that the people with the most promotions and highest salaries aren't just the most qualified. Better love life? Being likable keeps you a potential date to anyone you want. Better relationships and friendships? Not only that, but you open the door to people wanting to be friends with you. Likability is the hidden force that makes people appear to be lucky in life and receive more opportunities than they know what to do with. Change how people feel your presence. Pick up your copy today by clicking the BUY NOW button at the top of this page.

## Book Information

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## **Customer Reviews**

I've read a couple of Patrick King's books and have never been disappointed. Always educational for things every human being should know or at least can benefit from. Networking is a big part of my income and how I get clients so it's fascinating to read about the tiny things I was and was not doing to get in touch better with people. As I said, educational to the max. Highly recommended - this is coming from someone who reads and listens to multiple audiobooks a week.

I have read A LOT of self development and psychology books over the past few years, my favorite authors being Tony Robbins and Mark Manson. The Science of Likability combines a TON of what I love to read about. Stuff that impacts me, you, and everyone we know, as well as tips to put it into use and practice. I mean, wow, just the premise of the book alone pushed my mouse over to the buy button, and it did not disappoint. Treating people like science subjects in the experiment of life is an interesting and different way of thinking, but probably one that is helpful in helping you get what (and who) you want. I think the author reference over 30 studies, so you get more than you pay for ;)

I'm one of those people that are always trying to be liked, even if the people I am trying to impress continue to ignore and not pay attention. Many times I think I tried too hard and ended up looking really desperate, as if I had no friends at all to speak of. Well it turns out that being likeable doesn't mean everyone has to like you. And some people won't, no matter who you are or how nice you are.

That is what I like about Patrick King's book "The Science of Likeability." There are tons of useful and actionable steps you can take to get noticed, make more friends, and even get people who don't like you to start making an effort to become "friendlier." If you are heading out for a social function, a party, a wedding, or just to meet people you don't know on the street, this book has lots of stuff to help you out. A few of my favorite chapters are:

- Chapter 2. How to Turn Enemies into Friends
- Chapter 5. How to Persuade and Negotiate Effectively
- Chapter 11. How to Avoid Being Judged
- Chapter 13. How to be Funny and Charismatic

There is something for everyone in this book because, let's face it, who doesn't want to be liked, at least a little more if not a lot? After going through this material I know I can approach any social situation and keep calm while fighting the urge to cut in when people are talking or showing off by bragging. The book has really solid strategies on communicating more effectively. I like the part on winning groups over as well, because, while many people function well in face-to-face conversations, they fall apart when it comes to group discussions. The dynamics are just so different, but chapter 12 takes care of that nicely. A definite book to recommend that will get you more likes at the next outing, but more importantly, you'll be learning real social skills that you've never mastered before.

Highly enjoyable and legitimate science here. I liked the approach King had to breaking down the studies and then educating the reader on the lessons to be learned. It's not heavy reading, but if I wanted that I would read the studies themselves.

Best thing about this book is that it is based on scientific study, every option has been objectively proven true, and if you look at your current relationships, both the rocky ones and the satisfying ones, you will see that the topics covered in the book are being played out by you and those around you. Highly recommend it.

Good points of review and seems to be easy to practice, let's start! I expect work for me and maybe share with other relatives

A skeptical purchase; a delightful surprise. The author cuts straight to the point in each chapter and makes many points without wordiness or clutter. The introduction is short and sweet, which is different from the other psychology books I've read that spend far too much time explaining why their

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and makes many points without wordiness or clutter. The introduction is short and sweet, which is different from the other psychology books I've read that spend far too much time explaining why their book is important. Simply and easy to understand summaries of many studies and how your life can benefit from them. You will learn in this book how to influence people, to read people, to make friends out of enemies, to be persuasive, to make people trust you and bond with you, to avoid judgments, to get into an inside circle, and much more. It seems that each study ties things further together which is great. All contributes to a few main themes regarding people's psychologies. My favorite part is it's also not manipulative or NLP-y, if you know what I mean. There's no hocus pocus. It's ALL proven by scientific studies. What else do you want to work from?

Excellent book with very little fluff and clear explanations of some difficult concepts. I liked the science based approach because I find many other authors just say things like, "Just do this and it will be fine based on my experience!" Highly enjoyable.

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