



Trickreiche Rhetorik 2100 (German Edition)

Horst Hanisch

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„Sie sind doch sicherlich auch der Meinung, dass ..." ... legale Möglichkeiten der Rhetorik ausgeschöpft werden dürfen. Es ist ein deutliches Merkmal unserer Gesellschaft, vorwärts zu kommen, mehr zu erreichen, schneller zu sein als andere usw. Die Tipps in der trickreichen Rhetorik sollen helfen, die legal zulässigen Möglichkeiten auszunutzen und auszuschöpfen. Wenn Sie es nicht tun, tut es der andere. Und zwar zu Ihren Lasten. Zeigen Sie unauffällig und unaufdringlich, wie gut Sie Rhetorik einsetzen können, um schnell und erfolgreich zu beeindruckenden Zielen zu gelangen. Der Inhalt des Buches ist in 4 Kapitel gegliedert: Manipulation in der Rhetorik - Psychologie im Gespräch - Unfaire Manipulation - Unaufdringliches Nudging. Es wird gezeigt, wie trickreich rhetorisch vorgegangen werden kann. Wie unterschiedlich werden ‚lustige‘ Darstellungen in einer statistischen Angabe vom Leser aufgefasst. Es ist dann gar nicht mehr so lustig, wenn wir die Angaben richtig interpretieren können. Wir zeigen, wie gezielt alle Sinne eingebunden bzw. angesprochen werden, um den Gesprächspartner über alle verfügbaren Kanäle besser zu erreichen. In diesem Zusammenhang darf die Psychologie nicht fehlen. Wer es hier schafft, geschickt und empathisch vorzugehen, kann deutliche Vorteile auf seiner Seite verbuchen. Wie wird mit unfairen Manipulation umgegangen? Wie können Sie dagegen einschreiten oder gar vorgehen? Und schließlich das Nudging. Es beschäftigt sich mit dem ‚Anschubsen‘ des Gesprächspartner, um ihn nach den Wünschen und Vorstellungen des ‚Schubbers‘ handeln zu lassen.

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