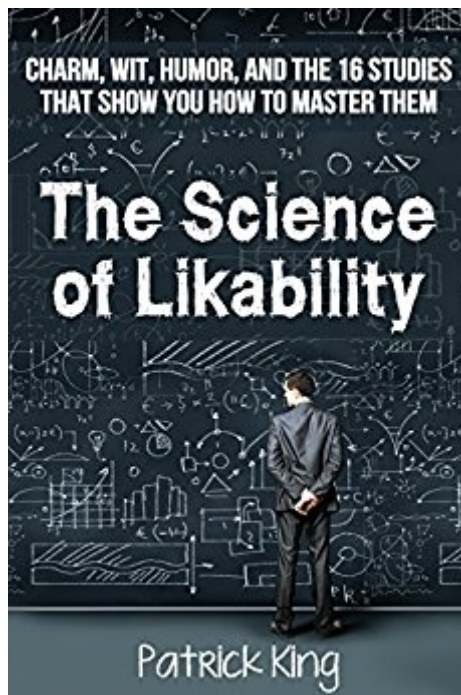




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# The Science Of Likability: Charm, Wit, Humor, And The 16 Studies That Show You How To Master Them



## Synopsis

Are you interested in 100% scientific and proven ways to make friends quickly, negotiate anything you want, turn enemies into friends, gain trust, and just be flat-out likable? How about step by step, methodical, literally foolproof approaches to just make people want you around more? In *The Science of Likability*, that's exactly what you'll get. I've taken 16 of the most influential, famous, and effective psychological studies and broken them down to see exactly how 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. It turns out that the majority of what we do and feel is determined subconsciously - even how much people like you. Ever get that feeling that you just don't like someone's vibe, but can't explain why? It's the little things that influence our psychology, and you'll learn how subconsciously make yourself seem likable, trustworthy, and intelligent. From Freud, to Cialdini, to Pavlov, to Schachter, to Goleman, these 16 studies are insightful, analytical, sometimes surprising, but most importantly effective and actionable. They're easy to concretely implement in your daily life to level up your charm, wit, and humor. Likability is the key to business, love, and relationships - make sure you are living your potential! What will you learn? Well here's a preview... - Chapter 2: How to read people like a book. - Chapter 3: How to make friends out of enemies. - Chapter 5: How to instantly become a close friend. - Chapter 6: How to negotiate anything and be persuasive. Intrigued? How about the following? - Chapter 8: How to make people trust you. - Chapter 11: How to make people do what you want. - Chapter 12: How to be a leader that anyone will follow. - Chapter 15: How to be credible and trustworthy. 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. 16 tested and proven ways to be the person you've always imagined yourself as. Don't hesitate to pick up your copy today by clicking the BUY NOW button at the top of this page! P.S. Make it so people can't help but simply like you.

## Book Information

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## Customer Reviews

Hmmm-m-m. Hate to be a dissenter here, but I really didn't learn much from this book. I bought it based on all the Five Star Rave Reviews; I depend a great deal on those reviews, But really, does anyone not know basic friendship skills like "Be optimistic and positive," and "Look for common interests"? Perhaps there are readers who would gain from reading the Business Leadership chapters, which I wasn't that interested in. In that case it might be worth the 99 cents I paid for it on Kindle. If it was available in paperback I would have returned it.

First off, I do truly believe that the author Patrick King of this kindlebook *The Science of Likability; Charm, Wit, Humor, and the 16 Studies That Show You How To Master Them* is only trying to help. I have to agree with other people and this author who send a positive message with this kindlebook of who doesn't want to be liked. Ironically, it is the times in my life when I truly could care less about being liked while being harm-free to others where I unintentionally ended up being liked more than expected. It is challenging for me to be among the minority who rate this book just three stars as I know he is trying to help and I would even keep an open mind to maybe looking at some of his other stuff in the future. However, a few reasons why it is challenging for me to rate this kindlebook higher even though I reluctantly admit that there is room for improvement for me to

work on my self-confidence; The author recommends using group dynamics to build credibility which is more than understandable especially because it is sometimes those who know you the most that sometimes will spread the word about you the hardest. However, the caveat to this suggestion is that sometimes really savvy people will see what is going on and the only defense and/or solution to safeguard in that situation is to show how what you are mentioning about ties into your personal and/or professional situation. Additionally, I have found out the challenging way from experience that it is sometimes human nature for others to even consider whether to even like you based on what job you hold and/or what money you make. This could even bleed through family life as I had to recently had to admit to two family members why I had to pass on a funeral as I wanted to avoid borrowing money and even though two of them understood I rationally knew that this was more likely going to affect my likability factor. I am not saying this to garner sympathy but rather I am illustrating that I have learned from firsthand experience that the times in my life to where I didn't even have to concern myself about being liked was when I easily and/or consistently made a certain amount of after tax money that I would rather not disclose. On the plus side, I am concern-free even when I am judged to be too career-minded as I understand it is human nature for even some family members as well as other people to make judgments on whether or not to even connect with you based on your career or income and that it is more important to be emotionally resilient and count your blessings. However, advice such as how to be a leader that anyone will follow and how to get into someone's inner circle are well-meaning but leave out that a person has the best chance to improving their social quality of life based on how their career life is aligned. The advice of how to make friends out of enemies is also well-meaning as I do believe that sometimes your enemies and/or critics can become supportive allies. However, that advice could also be obviously dangerous and can sometimes only be implemented occasionally and/or sparingly.

I don't understand the attraction to this book. Basic proofreading was non-existent. If the paragraph separations had been consolidated into a normal format this small book would have ended up as a pamphlet. The content was commonsense at its best but mostly uninformative.

The premise of the book is pretty fascinating first of all so I think the author deserves a lot of credit for finding all of these studies, which must have taken a long time. He then reduces each study to a couple of major points that we can use in daily life, and I think anything else would be too complex and ultimately useless - If you wanted more, you should just study yourself! It was a good

amount of detail and insight for me. I learned a lot from each study and definitely recommend this book!

It turns out that the majority of what we do and feel is determined subconsciously - even how much people like you. Ever get that feeling that you just don't like someone's vibe, but can't explain why? It's the little things that influence our psychology, and you'll learn how subconsciously make yourself seem likable, trustworthy, and intelligent.

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. I was far more interested in King's analysis, as he seems to be a pretty well-known social skills coach. Anyway I learned a lot and came away with more knowledge about likability! So mission accomplished.

Excellent book. Excellent author. His series of books are all a good read. And very helpful information

Informative and interesting. Not a very long read but a ton of knowledge in those few pages.

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