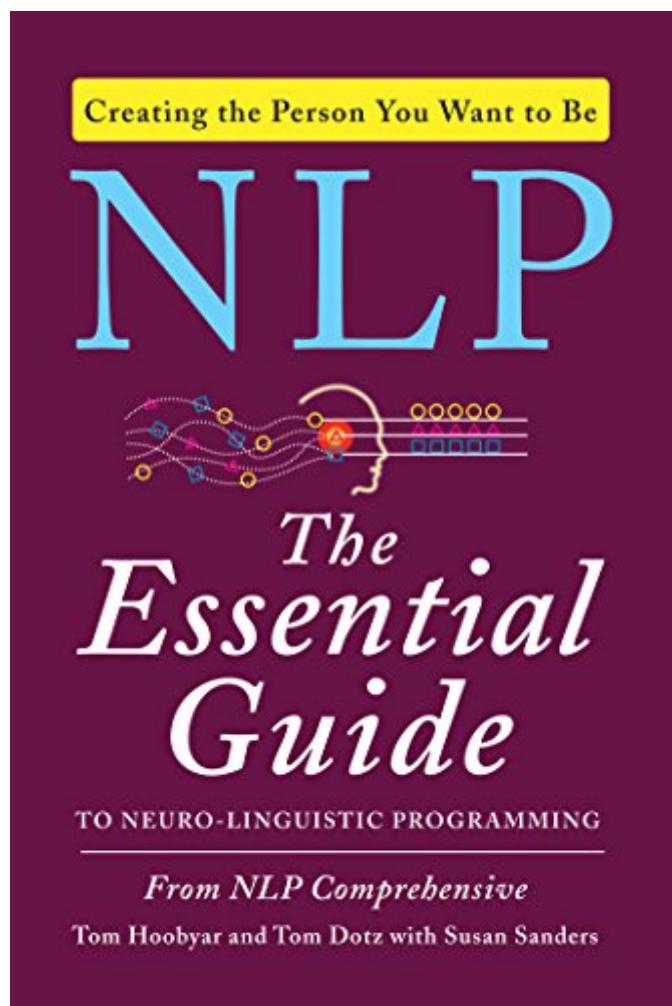


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# NLP: The Essential Guide To Neuro-Linguistic Programming



## **Synopsis**

NLP (Neuro-Linguistic Programming) has helped millions to overcome their fears, increase their confidence, and achieve greater success in their personal and professional lives and relationships. Now, from the company that created NLP: The New Technology of Achievementâ "one of the bestselling NLP books of all timeâ "comes NLP: The Essential Guide to Neuro-Linguistic Programming. This user-friendly guide, written by three seasoned NLP Master Practitioners and coaches, leads you on a personal journey in using and applying NLP in everyday life. Through their real-life stories, you will experience the NLP strategies you need to achieve specific results in business and in life. As you read NLP: The Essential Guide, you'll find yourself thinking in new ways and applying the techniques to your own personal challenges and opportunities for greater satisfaction.

## **Book Information**

File Size: 1299 KB

Print Length: 483 pages

Publisher: William Morrow Paperbacks (February 12, 2013)

Publication Date: February 12, 2013

Sold by:Â HarperCollins Publishers

Language: English

ASIN: B0089LOL52

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #48,174 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #7 inÂ Books > Self-Help > Neuro-Linguistic Programming #126 inÂ Kindle Store > Kindle eBooks > Business & Money > Business Life > Personal Success #682 inÂ Books > Business & Money > Personal Finance

## **Customer Reviews**

My first experience with NLP was with Tom Hoobyar himself, doing an impromptu session with me at a conference in a hotel. He said he could fix some of my "inner head trash" and asked me if there was an issue I'd like his help with. This was a decade ago. I knew NLP worked because a lot of top

platform presenters and sales people use it effectively to persuade - with embedded commands etc. Take-no-prisoners sales guys don't give a rip about theory, as long as it works. So I knew NLP wasn't hocus-pocus. I explained how my oldest son, who then was 3 years old, had this odd way of being able to push my buttons and make me angry. I knew it was irrational and it was MY problem. And I didn't like it. I tended to get mad at him very easily. (But not either of the other two kids.) I knew it was damaging my relationship with the little guy. Tom says, "OK Perry, describe a scene where your son does something that sets you off." I think for a minute and say, "He walks to the refrigerator, opens it, pours himself a glass of milk. Then he drops the milk jug on the floor. It splits open and sprays milk all over the kitchen and I get MAD at him." Tom says, "Great. Now when do you actually feel yourself getting angry? Is it when he spills the milk, or is it some other time?" He talks me through the scene one frame at a time. I realize I get mad just \*before\* he spills the milk, not after. Tom slows down the film strip even more and asks me if I'm seeing, hearing, smelling, or feeling anything else. This is odd. Like. . . what??? I don't know what he's talking about. But he helps me slow down the frames in my mind even more.

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