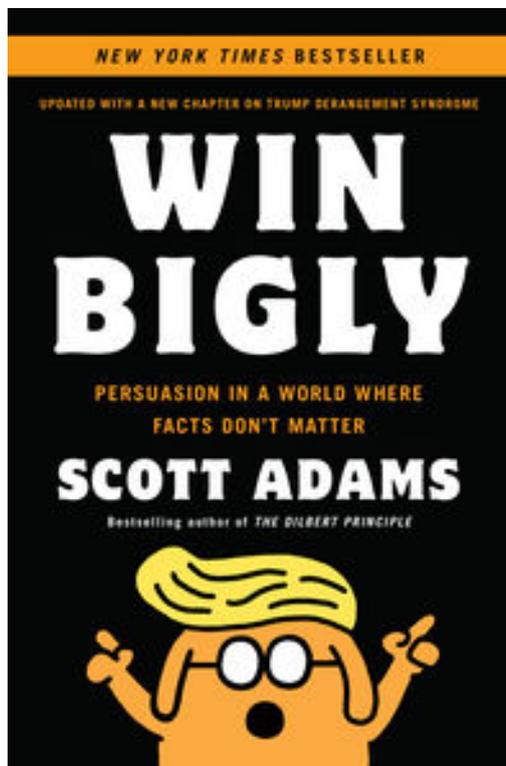


Download Win Bigly Free EBook PDF/ePub/Mobi - Scott Adams



Download or Read Online Win Bigly Scott Adams Free eBook PDF/ePub/Mobi/Mp3/Txt, "If you watched the entire election cycle and concluded that Trump was nothing but a lucky clown, you missed one of the most important perceptual shifts in the history of humankind. I'll fix that for you in this book."

Adams was one of the earliest public figures to predict Trump's win, doing so a week after Nate Silver put Trump's odds at 2 percent in his FiveThirtyEight.com blog. The mainstream media regarded Trump as a novelty and a sideshow. But Adams recognized in Trump a level of persuasion you only see once in a generation.

Trump triggered massive cognitive dissonance and confirmation bias on both the left and the right. We're hardwired to respond to emotion, not reason. We might listen to 10 percent of a speech—a hand gesture here, a phrase there—and if the right buttons are pushed, we decide we agree with the speaker and invent reasons to justify that

decision after the fact.

The point isn't whether Trump was right or wrong, good or bad. *Win Bigly* goes beyond politics to look at persuasion tools that can work in any setting—the same ones Adams saw in Steve Jobs when he invested in Apple decades ago. For instance:

- If you need to convince people that something is important, make a claim that's *directionally* accurate but has a big exaggeration in it. Everyone will spend endless hours talking about how wrong it is and will remember the issue as high priority.
- Stop wasting time on elaborate presentation preparations. Inside, you'll learn which components of your messaging matter, and where you can wing it.
- Planting simple, sticky ideas (such as "Crooked Hillary") is more powerful than stating facts. Just find a phrase without previous baggage that grabs your audience at an emotional level.

Adams offers nothing less than "access to the admin passwords to human beings." This is a must read if you care about persuading others in any field—or if you just want to resist the tactics of emotional persuasion when they're used on you.

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Download or Read Online Win Bigly Scott Adams Free eBook PDF/ePub/Mobi/Mp3/Txt, The regular type of help documentation is really a hard copy manual that's printed, nicely bound, and functional. It operates as a reference manual - skim the TOC or index, get the page, and stick to the directions detail by detail. The challenge using these sorts of documents is the fact that user manuals can often become jumbled and hard to understand. And in order to fix this problem, writers can try and employ things I call "go over here" ways to minimize the wordiness and simplify this content. I've found this approach to be extremely ineffective most of the time. Why? Because **win bigly** are considered unsuitable to get flipped through ten times for just one task. That is what online assistance is for.

If you realize your win bigly so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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