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THE INTERNATIONAL BESTSELLER

THE CHARISMA MYTH

Master the Art of
Personal Magnetism



OLIVIA FOX CABANE
'Charisma is not a gift, it's a tool. Cabane makes
a big promise with this book - and delivers'
SETH GODIN

In *The Charisma Myth*, Olivia Fox Cabane provides powerful advice to make absolutely anyone more charismatic.

What if charisma could be taught?

Charisma can be a huge asset if you're applying for a job, improving your relationships, or leading other people. *The Charisma Myth* shows you how to become more influential, more persuasive, and more inspiring. Soon you'll be able to move through a room and have people say: 'Wow, who's that?'

Many people believe that charisma is unchangeable - you either have it or you don't. But that's simply not true. This groundbreaking, bestselling book reveals how charismatic behaviour can be learned by anyone.

Olivia Fox Cabane helps some of the world's best-known people become more charismatic. Here she breaks charisma down into its fundamental components, revealing the secrets to how it works. Improving your charisma doesn't mean

transforming your personality: it's about adopting a series of practices that suit you. So what are you waiting for?

'Charisma is not a gift, it's a tool. Cabane makes a big promise with this book and delivers on it' - Seth Godin

'Until I encountered Olivia Fox Cabane, I'd naively believed charisma was an intangible, magical aura... around a couple of hours can transform a reasonably personable person into someone magnetic' -*Sunday Telegraph*

'If you are interested in increasing your ability to be charismatic, this book will give you direct skills to use' -*Psychology Today*

Olivia Fox Cabane has lectured at Harvard, Yale, Stanford, MIT, and the United Nations. She is a frequent keynote speaker and executive coach to the leadership of Fortune 500 companies. From a base of thorough behavioural science, Cabane extracts the most practical tools for business, giving her clients techniques she originally developed for Harvard and MIT. She has been featured in media such as *Forbes*, *The New York Times*, *BusinessWeek*, and *The Wall Street Journal*.

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