



Winning Minds: Secrets From the Language of Leadership

Simon Lancaster

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Shhh.... Did you know there is a secret Language of Leadership: a timeless set of cues and signals that still determines who reaches the top in politics and business today.

The ancient Greeks were the first to study the art of communication 2,500 years ago. It is only now, with recent breakthroughs in neuroscience, that we can say for sure what works and how. In *Winning Minds*, top speechwriter Simon Lancaster blends ancient rhetoric and neuroscience to create the definitive guide to the Language of Leadership.

With trust in business and political leaders at record lows, there's never been a better time for a fresh perspective on communication. *Winning Minds* is packed with insights into the effects of metaphors, stories, and sound bites on the brain.

We know what the brain looks like on heroin. This book shows the brain on Branson, Obama, and Boris.

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