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## Synopsis Books:

The truth is - it doesn't matter how smart or how slick a presentation is, if it isn't in sync with the decision maker's mindset, then it's bound to fail. That's the conclusion drawn by Miller and Williams, who completed an exhaustive study of more than 1,700 key business executives. Their research shows that decision makers can be placed into five distinct categories: Charismatics, Thinkers, Skeptics, Followers, and Controllers. Once the category the decision maker falls into is determined, then the presentation can be tailored to their precise mindset.

Tags

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