



# Business NLP For Dummies

By Lynne Cooper

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**Business NLP For Dummies** By Lynne Cooper

## Achieve business success with Neuro-linguistic Programming

People around the globe use NLP to improve their communication skills, build rapport, make positive changes, and accomplish their goals. When used in a business context, NLP techniques can transform both your own and your team's performances. This practical guide to NLP at work will help you increase your flexibility, become more influential, and achieve professional success, whatever your career.

- **Use NLP techniques in the workplace** – overcome barriers to success and develop a winning mindset
- **Build effective working relationships** – improve your communication skills and create rapport with your colleagues
- **Lead people to perform** – enhance your ability to inspire peak performance
- **Make changes that drive success** – set and achieve ambitious goals

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### Editorial Review

#### Review

"Three cheers then for the "For Dummies" outfit that has produced a lucid, practical guide...I found an enthusiastic, user friendly guide." (Personnel Today, January 27th 2009)

#### From the Back Cover

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#### About the Author

**Lynne Cooper** is a change facilitator with extensive business and management experience. She uses NLP to help business leaders bring about fast and sustainable change for themselves and their organisations. She specialises in developing leadership skills and improving team work to maximise performance.

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