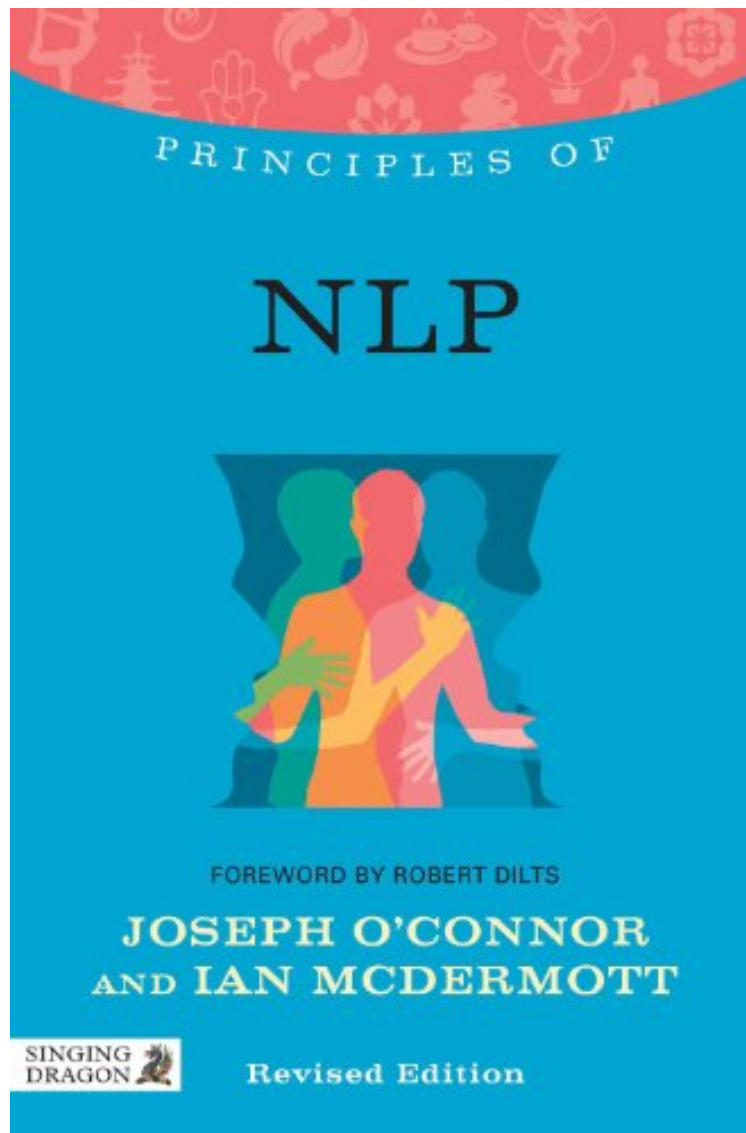


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## Principles of NLP: What it is, how it works, and what it can do for you Revised Edition (Discovering Holistic Health)

*Joseph O'Connor, Ian McDermott*  
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Joseph O'Connor, Ian McDermott : Principles of NLP: What it is, how it works, and what it can do for you Revised Edition (Discovering Holistic Health) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Principles of NLP: What it is, how it works, and what it can do for you Revised Edition (Discovering Holistic Health):

Neuro-Linguistic Programming (NLP) teaches how to model excellence to achieve excellence in everything you do. This introductory guide explains the principles of NLP and how to use these principles in your life — personally, spiritually and professionally. By focusing on the fundamental presuppositions of NLP, this clear and concise book gets right to its core. It explains key concepts such as building rapport, modelling, anchoring and uncovering your preferred learning style. It shows how to be in tune with your patterns of behaviour and language and those of the people around you, and how to use this knowledge to reach your goals. From building confidence, to beating depression, to career development, the uses of NLP are innumerable. This book is an ideal starting point for anyone interested in learning the life-changing techniques of NLP.

One of the real strengths of the book is the writing style. It uses language that is readily accessible and clearly understood. Explanations of the key principles of NLP are easy to comprehend, as is how those principles can be applied. In addition to the readability of the book is the inclusion of examples of how a particular intervention has been applied in practice by the authors themselves, and how effective the outcome was. -- AICTP By taking the NLP presuppositions as their starting-point, Joseph and Ian have emphasized the most generative aspect of NLP, and hopefully will help shift the focus of NLP interventions from simply behaviour and capability level change to show its relevance for dealing with higher level issues involving beliefs, identity and spirituality. -- From the foreword by Robert Dilts, author, trainer and consultant in the field of NLP This is the book I recommend whenever someone asks me about NLP. It is clear and accessible without oversimplifying the rich technology that is NLP. -- Jan Elflin, ICF Master Certified Coach One of the real strengths of the book is the writing style. It uses language that is readily accessible and clearly understood. Explanations of the key principles of NLP are easy to comprehend, as is how those principles can be applied. In addition to the readability of the book is the inclusion of examples of how a particular intervention has been applied in practice by the authors themselves, and how effective the outcome was. (AICTP) By taking the NLP presuppositions as their starting-point, Joseph and Ian have emphasized the most generative aspect of NLP, and hopefully will help shift the focus of NLP interventions from simply behaviour and capability level change to show its relevance for dealing with higher level issues involving beliefs, identity and spirituality. (From the foreword by Robert Dilts, author, trainer and consultant in the field of NLP) This is the book I recommend whenever someone asks me about NLP. It is clear and accessible without oversimplifying the rich technology that is NLP. (Jan Elflin, ICF Master Certified Coach) About the Author Joseph O'Connor is a leading trainer in coaching and Neuro-Linguistic Programming (NLP) and systemic thinking. He is co-founder of the International Coaching Community (ICC); co-founder and director of ROI Coaching, specialist coaching for financial executives; co-founder of the Master Coach Academy Europe; and he is Visiting Professor of Coaching, ISCTE University Business School, Lisbon, Portugal. He spent many years as a professional classical guitarist and has an L.R.A.M. from the Royal Academy of Music. Ian McDermott is an UKCP accredited psychotherapist. He was named one of Britain's Top 10 Coaches and is on the Association for Coaching's Global Advisory Panel. He founded International Teaching Seminars (ITS) in 1988 to provide practical skills-based training in effective change technologies for individuals and organizations in both the public and private sector. Ian was appointed External Faculty at Henley Business School and is also an Honorary Fellow of Exeter University Business School.