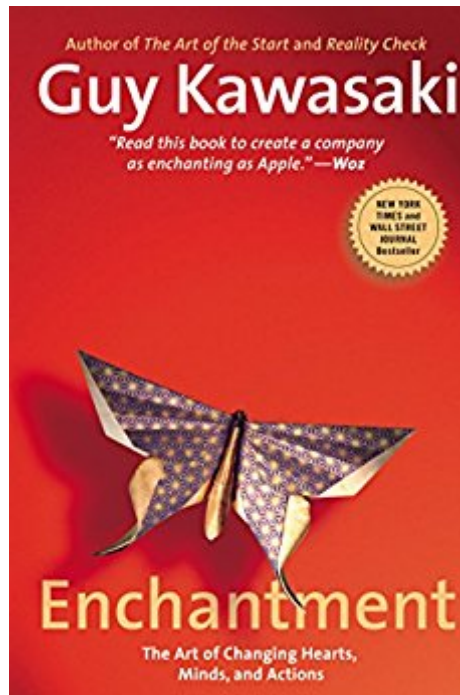




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# Enchantment: The Art Of Changing Hearts, Minds, And Actions



## Synopsis

Enchantment, as defined by bestselling business guru Guy Kawasaki, is not about manipulating people. It transforms situations and relationships. It converts hostility into civility and civility into affinity. It changes the skeptics and cynics into the believers and the undecided into the loyal. Enchantment can happen during a retail transaction, a high-level corporate negotiation, or a Facebook update. And when done right, it's more powerful than traditional persuasion, influence, or marketing techniques. Kawasaki argues that in business and personal interactions, your goal is not merely to get what you want but to bring about a voluntary, enduring, and delightful change in other people. By enlisting their own goals and desires, by being likable and trustworthy, and by framing a cause that others can embrace, you can change hearts, minds, and actions. For instance, enchantment is what enabled . . .

- A Peace Corps volunteer to finesse a potentially violent confrontation with armed guerrillas.
- A small cable channel (E!) to win the TV broadcast rights to radio superstar Howard Stern.
- A seemingly crazy new running shoe (Vibram Five Fingers) to methodically build a passionate customer base.
- A Canadian crystal maker (Nova Scotian Crystal) to turn observers into buyers.

This book explains all the tactics you need to prepare and launch an enchantment campaign; to get the most from both push and pull technologies; and to enchant your customers, your employees, and even your boss. It shows how enchantment can turn difficult decisions your way, at times when intangibles mean more than hard facts. It will help you overcome other people's entrenched habits and defy the not-always-wise "wisdom of the crowd." Kawasaki's lessons are drawn from his tenure at one of the most enchanting organizations of all time, Apple, as well as his decades of experience as an entrepreneur and venture capitalist. There are few people in the world more qualified to teach you how to enchant people. As Kawasaki writes, "Want to change the world? Change caterpillars into butterflies? This takes more than run-of-the-mill relationships. You need to convince people to dream the same dream that you do." That's a big goal, but one that's possible for all of us.

From the Hardcover edition.

## Book Information

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## Customer Reviews

This will be a short review, for I am a man of few words. I'm in sales as a territory manager in the Carolinas for a manufacturer in the natural products industry. From reading this book, I was able to glean principles to apply in my day to day business with accounts; even though I think this book is geared more toward entrepreneurs. I read a review where someone said this book was too simple. Exactly! I think the book was suppose to be simple. Just as doing business with anyone today should be made simple. This is one of the points I take from 'Enchantment', how to simplify business with the accounts and consumers I come into contact with. The "How To Achieve Likeability" and "How To Achieve Trustworthiness" are two factors that play a big role in what I do in sales. So the bottom line for me here is, it's about building and maintaining the relationship. This makes doing business easier in the long run. The company I work for gives their territory managers multi-paged pitch books to use in selling promotions to accounts. I dislike using them. Too many pages. Guy's 10-20-30 rule is what I now follow. I tweak my Keynote presentations to make them short and sweet. All the other information from the pitch-books I learn and can relay without a slide.

I'm left asking "but, how?" Guy gave few tangible examples of enchantment, most of the book is explaining what enchantment is...not specifics on how to do it if it doesn't come to you naturally. Worth a read but could be much better...I expected more.

After reading this book, I decided to start a new tradition - my Christmas gift to my direct reports

each year would be a book, so for 2013, this is what they each received. And in the following weeks, conversations with them showed me that they were reading, processing and working to apply what they had read. We're all a bunch of technical introverts, so this book was really helpful at challenging us to get out of our shells and to be cognizant of important topics like being in control of your own branding/marketing.

Guy Kawasaki is The modern-day Dale Carnegie. This is a great book for anyone in business should read. Got it for my son who wanted to read about successful business men. He recommends it to anyone wanting to read a good book.

"Enchantment: The Art of Changing Hearts, Minds, and Actions", by Guy Kawasaki, is about influence and persuasion. The author defines "enchantment" as the process of delighting people with a product, service, organization, or idea. The outcome of enchantment is voluntary and long-lasting support that is mutually beneficial. The greater your goals, the more you'll need to change people's hearts, minds, and actions. This is especially true if you have few resources and big competitors. Enchantment is a process, not an event. You want your efforts to endure, and this requires that people internalize your cause, reciprocate, and fulfill their commitments. Enchantment transforms situations and relationships. It converts hostility into civility. It changes skeptics and cynics into believers. When you enchant people, your goal is not to make money from them or to get them to do what you want, but to fill them with delight. This book is about touching hearts, building relationships and changing the world. Guy Kawasaki stated that he studied twenty books on the subjects of influence and persuasion before he wrote "Enchantment: The Art of Changing Hearts, Minds, and Actions". He listed these books in a bibliography at the end of this book. I believe the research that Mr. Kawasaki did for this book was outstanding. He gleaned the best information from these books and then added many stories from personal experiences that prove his research true. The following chapters are included in the book; Why Enchantment? How To Achieve Likability How To Achieve Trustworthiness How To Prepare How To Launch How To Overcome Resistance How To Make Enchantment Endure How To Use Push Technology How To Use Pull Technology How To Enchant Your Employees How To Enchant Your Boss How To Resist Enchantment As you can see, most of the chapter headings begin with the words "How To". This book provides specific instructions and real-life stories about how to use "enchantment" to improve your business and your life. The principles in this book can be applied to all aspects of your life. It is time to change our focus from "what can I get from this?" to "how can I fill you with delight?" I believe this is one of the

hottest books on the market today. Yes, I am enchanted!

I've come across several marketing books, some are like textbooks, which are filled with strange terms and really hard to grasp the ideas right away. As a business owner, when I read something I want to be able to decipher right away what the author is telling me, the way Guy Kawasaki wrote this book is excellent because he was very straight forward and gave examples. I really find a lot of the issues he discusses very easy to understand and some gave me a new perspective to the marketing field in business. I was able to combine what I read with my personal development as a human being, all the skills we get to learn through several different books on selling, time management, personal development, and relationships came together with this book, it made me realize how everything can be connected and coherent. The other thing about the book, it's very short, although I wanted to continue to read, the book simply ended, which is good because you get to read it again! I recommend to any small business owner, it can be the difference between a marketing campaign that helps the business grow and one that simply wastes resources. Great easy reading loaded with useful information!

I bought this book with the intention of using the tips for my side business. The info in the book extends far beyond business. You could put many of the recommendations into practice in your personal and every day life. A great read!

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