



The Business-Mentalist

## Norman Alexander

Norman Alexander, the mentalist in the business world, recognises what others do not see. His highly developed powers of observation and a distinctive knowledge of human nature help him to analyse people and recognise their motives. What is my counterpart thinking? Is he interested or doubtful? What are his wishes, problems and emotions? Is he trying to hide something from me, and if so, what? Norman Alexander knows the answers. From the perspective of a mentalist, he shows you how to recognise what others don't see, how to win people over and convince them more easily and how to sell...

### Topics

- Innovations
- Motivation / Strategy
- Neuromarketing / Brain Research
- Rhetoric / Communication

### Languages

- German

### Details & contact information

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