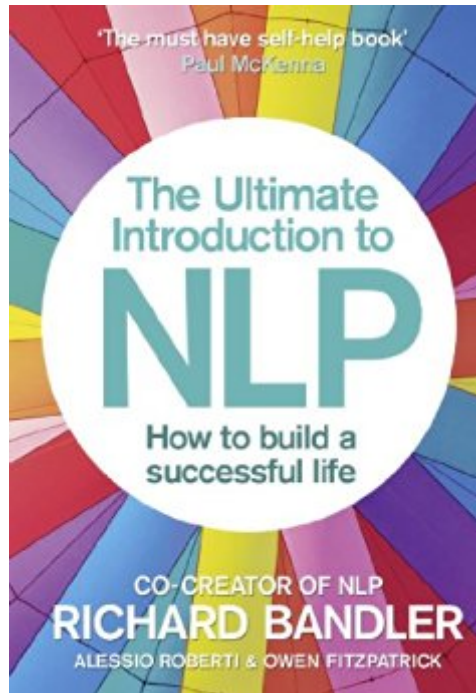


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# The Ultimate Introduction To NLP: How To Build A Successful Life



## Synopsis

Richard Bandler, co-creator of NLP and the man who inspired Paul McKenna to greatness, collaborates with Alessio Roberti and Owen Fitzpatrick to reveal how to unleash your true potential and transform your life. Richard Bandler – “the world-renowned co-creator of NLP who has helped millions around the world change their lives for the better” – has teamed up with Italian NLP Master Trainer Alessio and co-founder of the Irish Institute of NLP Owen, to craft a simple yet engaging story of one man’s personal change and discovery, to help readers understand the remarkable principles of NLP. Inspiring and easy-to-read, this fable recreates the experience of being at a workshop with Bandler. Rather than explaining the theories, *An Introduction to NLP* illustrates the principles and simple techniques that Bandler has developed over the past 35 years in action. This inspirational book gives you the tools to change your life, overcoming the things that are holding you back: your phobias, depression, habits, psychosomatic illnesses or learning disorders. Through the simple techniques of NLP, you too can become a strong, happy, successful person and achieve your goals. *^The must have self-help book!*™ Paul McKenna

## Book Information

File Size: 673 KB

Print Length: 162 pages

Publisher: HarperCollins; Reprint edition (January 3, 2013)

Publication Date: January 3, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B008IX5UY2

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #10,168 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #41 in Kindle Store > Kindle eBooks > Nonfiction > Self-Help > Motivational #45 in Kindle Store > Kindle eBooks > Nonfiction > Self-Help > Personal Transformation #177 in Books > Self-Help > Motivational

## Customer Reviews

This is a short (141pp.) introduction to neurolinguistic programming (NLP). NLP, in my opinion, is essentially a basket of diverse, practical psychological tools for self-improvement and helping others. Some of these tools are meditation, hypnosis, Pavlovian conditioning, and ways to better listen to and communicate with others. As the name suggests, this basket is normally held together by an extensive net of high-falutin' jargon. For instance, Pavlovian conditioning is called "anchoring." Asking specific interrogative questions is "meta-modeling." This book is written by one of NLP's co-founders and two acolytes. While an introduction, it may well clarify some areas for people already familiar with NLP. I have read a number of NLP books and found this one unique and unusually readable. This book is readable in that it is set up as a story involving several people going to one of the author's seminars and shows them practicing the techniques, having questions, and applying the techniques to their lives. This makes the concepts more comprehensible than in a straight-up explanatory book. Especially helpful are the last two chapters (18pp.) which beautifully summarize and reinforce the book's key points. It is unique in that it explains what NLP does without the mind-numbing extensive jargon of most NLP books. Still, the main elements of the jargon are there, but so easily and naturally defined and explained that this book might be helpful for those with more experience, and confusion, with NLP. One warning: to get the most out of NLP you need to develop your powers of visualization, both for sound and feeling as well as sight. Some of NLP's elements may sound goofy, and are regularly attacked by establishment psychologists.

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