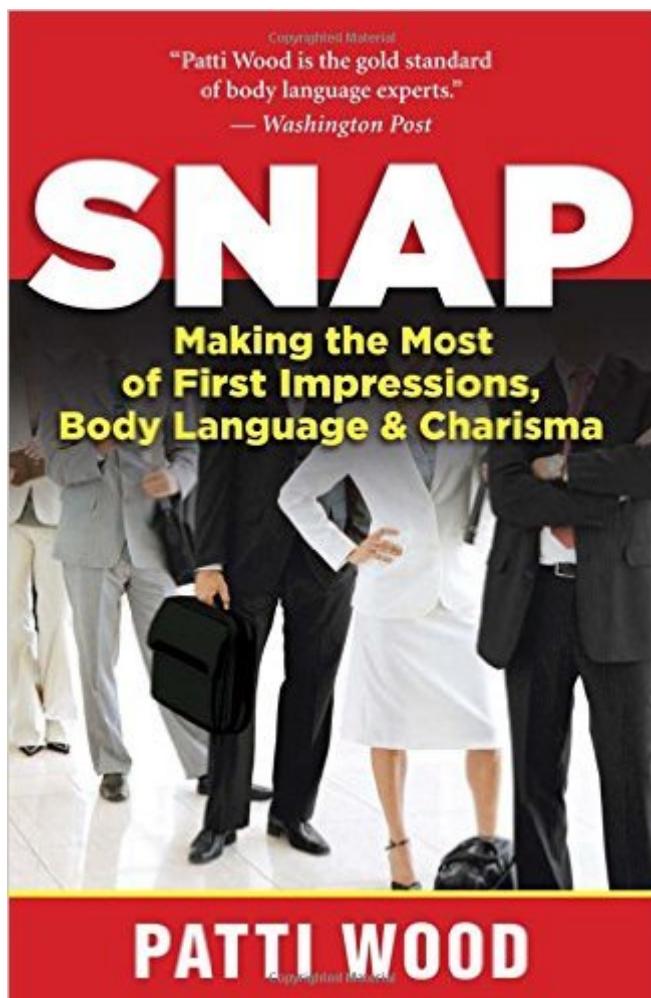


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# **Snap: Making The Most Of First Impressions, Body Language, And Charisma**



## **Synopsis**

From business meetings to social events to first dates to job interviews, we all encounter new people every day. Our ability to read body cues and convey the right first impression drives the success and quality of our personal and professional lives. Body language expert Patti Wood, a sought-after consultant and speaker to Fortune 500 companies, helps businesses and individuals stand out, create profitable relationships, and thrive in competitive circumstances. Now she brings that knowledge to our daily lives, offering practical and proven guidance on accurately interpreting body cues and creating impressions both in person and digitally. In *Snap*, youâ™ll learn how to:\*

Use your voice and body language to convey confidence and charisma, authenticity and authority\*

Immediately discern peopleâ™s hidden agendas\* Make the best impressions via email, phone, video conferencing, and social networks\* Convey and interpret signals of likability, power, credibility, and attractiveness\* Use nonverbal tools to spot true integrity or recognize charming frauds\* Attract the best matches in business and romantic partners\* Recognize how you really look to others

## **Book Information**

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## **Customer Reviews**

First impressions are highly accurate. And, we can be deceived--both by the person we are sizing up and by our own biases. Patti Wood, coach and corporate "body language expert" has comprehensively studied and mapped the way our physiology both communicates and perceives first impressions. Citing brain research, Wood says that when we first meet someone we are non-verbally sorting for likeability, trustworthiness, competence, and aggressiveness, and we do this so quickly that we size someone up in about 1/10th of a second--in a snap! Without even realizing it,

we are taking stock of their eye contact, facial expressions, body language, gestures, greetings, and can even do this to some degree virtually, via online and electronic introductions. The good news is that we can change the first impression we make on others; the not-so-good news is that it can take up to six months of constant interaction to shift an incorrect opinion or perception. She calls this the "primacy effect:" that first impressions affect all future thoughts about the person--and are inexorably linked to survival instincts. Although the context for her research and observations is primarily the workplace, Wood's insights of human behavior are relevant to most socially interactive situations. What works well in this book is the depth of study and range of tips offered for understanding and improving the first impression we have on others. For example, she devotes an entire section to the handshake, including its history, cultural differences, body language, alternatives greetings, appropriateness in different situations, and so forth.

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