

SABOTAGE

Simone Janson (ed.)

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**FRAUD
&**

LIES

UNCOVER

Learn psychology
manipulation
techniques & the
power of rhetoric,
train conflict
management
emotional
intelligence &
resilience
communication



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Uncover Sabotage Fraud & Lies

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Your Benefit in concrete Terms: Content, Organization and Structure of the Book

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You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Sympathy as a means of manipulation: how others exploit the longing for closeness

// By Reiner Neumann

People want to be close to others, they want to be part of a working relationship. This social desire also makes us susceptible to manipulation of all kinds.

Part of a working relationship

Congenital reflexes in infants mean that they prefer to focus on other people. The babies turn their heads when they hear a human voice or smile when they see a human face. Adults want to be close to others, they want to be part of a working relationship.

We are thinking about what others think of us. We try to be attractive and interesting. Humans are social creatures. They have a need for social proximity, after contact with others. Relations with other people are a reward for this need - we get attention, support, status, confirmation and more.

The theory of social effect

Bibb Latané formulated the theory of social effect. He postulates that social influence is determined by the factors strength, proximity and frequency. The strength is dependent on the status, skills and connection to the audience. The closer a source is, the greater its effect.

You will find out how you can use the spatial proximity to convince others. First of all, we maintain that proximity to other people creates a greater degree of similarity. If we see people even more often, then you will trust us alone, because we often see them near us.

Repetition leads to prominence

Repetition leads to familiarity, familiarity leads to familiarity, familiarity is more sympathetic to us. This is precisely the case for the people around us. Robert Zajonc demonstrated that people found a stimulus like words or faces more interesting and pleasant the more they were confronted with it. Even when we see people more often, we attribute to them even more powerful features, such as honesty or intelligence.

Viewed from this perspective, the large number of savings bank or Volksbanken branches no longer seems to us as a great service. Just by the fact that we meet so often at their branches and they have in our vicinity, they seem to us trustworthy.