



Split-Second Persuasion: The Ancient Art and New Science of Changing Minds

Kevin Dutton

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It is a special kind of persuasion with an incubation period of just seconds. It is a psychological secret weapon that can instantly disarm even the most discerning mind . . .

This is the kind of high-wire psychological espionage which, in the right hands, can dismantle any conflict — but which in the wrong hands can kill. It is black-belt mind control. It doesn't just turn the tables, it kicks them over. From the malign but fascinating powers of psychopaths, serial killers and con men to the political genius of Winston Churchill —from Buddhist monks, grandmasters of martial arts, and magicians, to advertisers, salesmen, CEOs and frogs that mug each other —Kevin Dutton's brilliantly original and revelatory book explores what cutting-edge science can teach us about the techniques of persuasion.

Provocative, and ultimately inspiring, **Split-Second Persuasion** reveals, for the first time, how each of us can learn to be that little bit more influential.

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