



Enchantment: Summary of the Key Ideas - Original Book by Guy Kawasaki: The Art of Changing Hearts, Minds and Actions

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Enchantment can take different forms; it can be utilized for business transactions, sales etc. and leaves more freedom of choice than most traditional marketing techniques. The goal is to achieve an outcome that is beneficial for all sides, by communicating your cause and values. “Enchantment” teaches us how to become trustworthy and likeable and get our true intentions across to people.

Who should read this book:

- People working in the marketing or sales sector.
- Anyone who wants to find out how to effectively sell products or services.
- People who want to learn how to resist enchantment that is used for the wrong purposes.

In this summary:

Chapter 1: Enchantment transforms situations and mindsets

Chapter 2: Likability is one of the basic components for enchantment

Chapter 3: Make yourself trustworthy to convince others of your cause

Chapter 4: Be prepared for anything that might go wrong

Chapter 5: Overcome resistance by convincing influentials

Chapter 6: Make the enchantment enduring

Chapter 7: Use push technology to reach customers

Chapter 8: Provide more information by using pull technology

Chapter 9: Enchant your employees or supervisors

Chapter 10: Learn how to resist enchantment

Chapter 11: Final Summary

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