



Compelling People: The Hidden Qualities That Make Us Influential

John Neffinger, Matthew Kohut

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Required reading at Harvard Business School and Columbia Business School.

Everyone wants to be more appealing and effective, but few believe we can manage the personal magnetism of a Bill Clinton or an Oprah Winfrey. John Neffinger and Matthew Kohut trace the path to influence through a balance of strength (the root of respect) and warmth (the root of affection). Each seems simple, but only a few of us figure out the tricky task of projecting both at once.

Drawing on cutting-edge social science research as well as their own work with Fortune 500 executives, members of Congress, TED speakers, and Nobel Prize winners, Neffinger and Kohut reveal how we size each other up—and how we can learn to win the admiration, respect, and affection we desire.

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