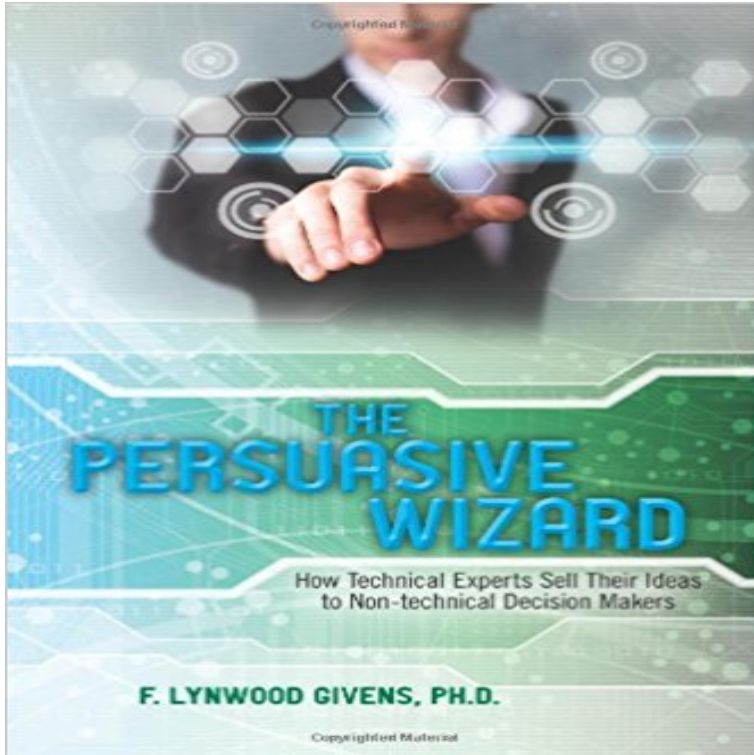


# The Persuasive Wizard: How Technical Experts Sell Their Ideas To Non-technical Decision Makers



Dr. Givens teaches technologists in all phases of their careers how to turn technology acumen into a persuasive force for entrepreneurial funding, research and development dollars, business investments, or just a better-paying job. Whether you are a degreed engineer or just a tinkerer, whether you plan to address the supervisor or the president, whether you expect to request a thousand dollars or one-hundred million, whether you are on the sending end or the receiving end, you need the secrets of The Persuasive Wizard: How Technical Experts Sell Their Ideas to Non-Technical Decision Makers. The book starts with idea creation and ends with implementation. It answers questions as varied as how to originate technology concepts, where and how to start the strategy, when to challenge, when to back off, when and how to end a presentation, what to do in those awkward moments, what to emphasize, what to leave out, how to counter an adversary, how to avoid the stereotype, how to answer non-technical questions, what those questions might be, how to deal with other experts, and the entire gambit. With real-life examples, technology anecdotes, experienced validation, and precise how-to formulations, the author takes you through all the aspects of technology persuasion.

No other author brings together such a broad and deep triad of technology education and experience, business planning and development, and domestic and international high-level persuasion.

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