



Buy-In: Saving Your Good Idea from Getting Shot Down

John P. Kotter, Lorne A. Whitehead

Download now

[Click here](#) if your download doesn't start automatically

Buy-In: Saving Your Good Idea from Getting Shot Down

John P. Kotter, Lorne A. Whitehead

Buy-In: Saving Your Good Idea from Getting Shot Down John P. Kotter, Lorne A. Whitehead

You've got a good idea. You know it could make a crucial difference for you, your organization, your community. You present it to the group, but get confounding questions, inane comments, and verbal bullets in return. Before you know what's happened, your idea is dead, shot down. You're furious. Everyone has lost: Those who would have benefited from your proposal. You. Your company. Perhaps even the country.

It doesn't have to be this way, maintain John Kotter and Lorne Whitehead. In *Buy-In*, they reveal how to win the support your idea needs to deliver valuable results. The key? Understand the generic attack strategies that naysayers and obfuscators deploy time and time again. Then engage these adversaries with tactics tailored to each strategy. By "inviting in the lions" to critique your idea--and being prepared for them--you'll capture busy people's attention, help them grasp your proposal's value, and secure their commitment to implementing the solution.

The book presents a fresh and amusing fictional narrative showing attack strategies in action. It then provides several specific counterstrategies for each basic category the authors have defined--including:

- Death-by-delay: Your enemies push discussion of your idea so far into the future it's forgotten.
- Confusion: They present so much data that confidence in your proposal dies.
- Fearmongering: Critics catalyze irrational anxieties about your idea.
- Character assassination: They slam your reputation and credibility.

Smart, practical, and filled with useful advice, *Buy-In* equips you to anticipate and combat attacks--so your good idea makes it through to make a positive change.

 [Download Buy-In: Saving Your Good Idea from Getting Shot Do ...pdf](#)

 [Read Online Buy-In: Saving Your Good Idea from Getting Shot ...pdf](#)

Download and Read Free Online Buy-In: Saving Your Good Idea from Getting Shot Down John P. Kotter, Lorne A. Whitehead

From reader reviews:

Steven Whitney:

Now a day people that Living in the era where everything reachable by talk with the internet and the resources inside it can be true or not involve people to be aware of each facts they get. How individuals to be smart in having any information nowadays? Of course the answer is reading a book. Looking at a book can help persons out of this uncertainty Information particularly this Buy-In: Saving Your Good Idea from Getting Shot Down book since this book offers you rich information and knowledge. Of course the knowledge in this book hundred percent guarantees there is no doubt in it everbody knows.

Samuel Potter:

Often the book Buy-In: Saving Your Good Idea from Getting Shot Down has a lot of information on it. So when you read this book you can get a lot of advantage. The book was published by the very famous author. Tom makes some research previous to write this book. This specific book very easy to read you can obtain the point easily after scanning this book.

Ina French:

Your reading sixth sense will not betray anyone, why because this Buy-In: Saving Your Good Idea from Getting Shot Down e-book written by well-known writer we are excited for well how to make book which can be understand by anyone who else read the book. Written within good manner for you, dripping every ideas and writing skill only for eliminate your personal hunger then you still uncertainty Buy-In: Saving Your Good Idea from Getting Shot Down as good book but not only by the cover but also with the content. This is one publication that can break don't assess book by its include, so do you still needing another sixth sense to pick this particular!? Oh come on your examining sixth sense already said so why you have to listening to another sixth sense.

Lupe Holloway:

Many people spending their time frame by playing outside having friends, fun activity using family or just watching TV all day long. You can have new activity to invest your whole day by reading a book. Ugh, do you consider reading a book will surely hard because you have to bring the book everywhere? It okay you can have the e-book, getting everywhere you want in your Smartphone. Like Buy-In: Saving Your Good Idea from Getting Shot Down which is getting the e-book version. So , why not try out this book? Let's view.

**Download and Read Online Buy-In: Saving Your Good Idea from
Getting Shot Down John P. Kotter, Lorne A. Whitehead
#XRO1FBHQJM5**

Read Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead for online ebook

Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead books to read online.

Online Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead ebook PDF download

Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead Doc

Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead Mobipocket

Buy-In: Saving Your Good Idea from Getting Shot Down by John P. Kotter, Lorne A. Whitehead EPub