



Power and Influence: The Rules Have Changed

By Robert L. Dilenschneider

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Your future is at risk. All the old rules of power and influence have changed.

To succeed you need to understand and embrace the new rules.

Technology and the era of globalization have revolutionized the ways to build, keep, and assure success. To cope with these changes, adapt, and accomplish your goals, you not only must gain power, but apply it with wisdom.

In *Power and Influence: The Rules Have Changed*, master power broker and communications maestro Robert Dilenschneider arms you with the intellectual, technical, and moral weapons-the power tools that you need to get ahead and stay ahead in this increasingly competitive world. He reveals how by acquiring the power and influence you seek and wielding it in a techno-savvy, ethical manner, you can not only advance your personal interests, but also shape a more prosperous future for society at large.

Drawing upon the lessons he learned from his own adaptation to the digital age as well as knowledge gleaned from 1,000 drivers of change in all fields of business, Dilenschneider distills this hard-won experience into ten universal principles for success in a technology-driven volatile economy.

This book also includes anecdotes and insights that further illustrate ways you can acquire and amplify your power. You'll read about well-known visionaries the author has encountered during his illustrious career, as well as everyday people, whose prior know-how and good sense enabled them to succeed.

Most people don't understand power, let alone how to use it effectively. Reading *Power and Influence: The Rules Have Changed* will ensure that you live up to your professional potential, meet the demands of today's warp-speed world, and achieve personal happiness.



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Power and Influence: The Rules Have Changed By Robert L. Dilenschneider Bibliography

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Editorial Review

From Publishers Weekly

former Hill & Knowlton CEO Dilenschneider covers the bases on what those with power should do to retain and expand it, from keeping up with the times (or as he puts it, Accept, Adapt, and Accelerate—or Atrophy) to encouraging innovation, seizing opportunities and developing extensive networks of personal and professional contacts. Using examples from his own history as well as insights from other successful and influential business builders, Dilenschneider shares tried-and-true advice applicable to anyone who wants to get ahead and stay ahead in business management and ownership. Dilenschneider's personal experiences are particularly interesting and instructive, such as his decision to leave his well-paid position at Hill & Knowlton when he realized the company was going in a direction he no longer agreed with, or his willingness to learn from those he admired, who in turn became generous mentors. He also discusses newer technologies and promotional techniques such as blogging. Dilenschneider has had a varied career, and the reader leaves this small volume wishing he had been willing to share more of it. (Aug.)

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About the Author

Robert L. Dilenschneider, founder and CEO of The Dilenschneider Group, is one of the world's foremost communication gurus and leadership coaches. He is the former president and chief executive officer of Hill and Knowlton, Inc., where he tripled revenues to nearly \$200 million and delivered more than \$30 million in profit. Dilenschneider is widely published, having authored eight seminal books on business theory, including the bestsellers *Power and Influence* and *On Power*. He has counseled major corporations and professional groups around the globe, and is frequently called upon by the media to provide commentary and strategic public relations insights on major news stories.

From the Back Cover

A Master Power Broker Helps You Win, Keep, and Use Power With Wisdom and Strength

“Dilenschneider strongly illustrates how being a true power player-now more than ever-means accepting responsibility, taking the heat, and keeping your word.”-Father Theodore Hesburgh, president emeritus, University of Notre Dame

“This book is an important read for all, whether you are first starting out, or in the middle, or at the height of your career path. Bob Dilenschneider's analysis is extremely concise and very insightful. In this rapidly changing economic and financial world, those who will apply diligently his ten principles undoubtedly will benefit enormously.”-Henry Kaufman, President, Kaufman and Co., author of *On Money and Markets*, *A Wall Street Memoir*

“These ten rules from a master of the power game will change your career-and maybe your life.”-Maria Bartiromo, Anchor, “The Closing Bell with Maria Bartiromo”

“I have seen the power game up close for many years. Whether you are getting your first big job or retiring at the top of your game, Robert Dilenschneider's ideas will help you reach your goals without selling your soul.”-Alex von Bidder, Owner, The Four Seasons

Users Review

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Lori Leavitt:

The book *Power and Influence: The Rules Have Changed* will bring you to the new experience of reading a new book. The author style to clarify the idea is very unique. If you try to find new book to see, this book very suited to you. The book *Power and Influence: The Rules Have Changed* is much recommended to you to learn. You can also get the e-book in the official web site, so you can more readily to read the book.

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