

ALBERTO GIL

Cómo convencer eficazmente

Hacia una retórica anclada
en la personalidad y en los valores



PALABRA

Como Convencer Eficazmente Mundo Y Cristianismo

Alberto Gil



Como Convencer Eficazmente Mundo Y Cristianismo:

Cómo convencer eficazmente Alberto Gil, 2014-09-19 La retórica es el arte de convencer La experiencia muestra que el mero dominio de esta técnica puede llegar a ser perjudicial para el hablante pues corre el peligro de parecer sospechoso de manipulación La retórica es una paradoja cuanto más se domina más se vuelve contra nosotros Es verdad Desde el punto de vista técnico pero afortunadamente la retórica es más profunda para convencer a alguien hay que saber primero conectar con él no solamente con su intelecto sino también y fundamentalmente con sus emociones que van a reforzar su libre decisión Pero como el receptor tiene su sensibilidad y no se deja engañar tan fácilmente es fundamental que el emisor examine sus intenciones comunicativas cuanto más sinceras y respetuosas sean más confianza creará y en consecuencia más eficaz será la comunicación En el presente libro se estudia una retórica de los valores con un fundamento ecológico basado en la responsabilidad y la solidaridad donde ocupa un lugar central la reflexión sobre la calidad humana del orador pues solo una persona convincente sabe convencer con eficacia

El Mundo cristiano, 1927 **Estudios filosóficos sobre el cristianismo ...** 3-4 Jean-Jacques-Auguste Nicolas, 1851 *Estudios filosóficos sobre el cristianismo ...*, 2 Auguste Nicolas, 1851 Estudios filosóficos sobre el cristianismo, 3 Auguste Nicolas, 1864 Calvino y la vida cristiana Michael Horton, 2020-03-25 Calvino y la vida cristiana es un retrato increíblemente personal y exhaustivo de las pasiones del reformador y de sus opiniones conectándolas constantemente con los temas de fe y práctica de nuestro tiempo Más que una síntesis del pensamiento y la práctica de Calvino este libro nos ofrece un íntimo destello de su piedad personal

Novísimo año cristiano, o, Ejercicios devotos para todos los domingos, días de cuaresma y fiestas movibles, 3-4 Jean Croiset, 1847 **Año Cristiano, ó Ejercicios devotos para todos los días del año ... Traducido al Castellano por el P. José Francisco de Isla (tom. 13-16 por D. José María Díaz Jimenez) ... Adicionado con las vidas de los santos y festividades que celebra la iglesia de España, y que escribieron los PP. Fr. Pedro Canteno y Fr. Juan de Rojas ... Última y completa edicion, aumentada con el Martirologio Romano, etc** Jean Croiset, 1855 *Año cristiano, ó, Ejercicios devotos para todos los domingos, días de Cuaresma y fiestas movibles* Jean Croiset, 1855

Las personas más raras del mundo Joseph Heinrich, 2022-10-31 Un relato audaz y picaresco sobre cómo la coevolución de la psicología y la cultura creó la peculiar mente occidental que ha moldeado profundamente el mundo moderno Quizás usted sea RARO criado en una sociedad occidental educada industrializada rica y democrática Si es así eres bastante peculiar psicológicamente A diferencia de la mayor parte del mundo actual y de la mayoría de las personas que han existido las personas RARAS son muy individualistas obsesionadas con sí mismas orientadas al control inconformistas y analíticas Se centran en sí mismas sus atributos logros y aspiraciones por encima de sus relaciones y roles sociales Cómo llegaron a ser las poblaciones WEIRD tan psicológicamente distintas Qué papel desempeñaron estas diferencias psicológicas en la revolución industrial y la expansión global de Europa durante los últimos siglos En El pueblo más raro del mundo Joseph Heinrich se basa en investigaciones de

vanguardia en antropología psicología economía y biología evolutiva para explorar estas cuestiones y otras más El autor explica los orígenes y la evolución de las estructuras familiares el matrimonio y la religión así como el profundo impacto de estas transformaciones culturales en la psicología humana Al trazar un mapa de estos cambios a través de la historia antigua y la antigüedad tardía Henrich revela que las instituciones más fundamentales del parentesco y el matrimonio cambiaron drásticamente bajo la presión de la Iglesia Católica Romana Fueron estos cambios los que dieron lugar a la psicología WEIRD que coevoluciona con los mercados impersonales la especialización laboral y la libre competencia sentando las bases del mundo moderno Provocador y atractivo tanto por su amplio alcance como por sus sorprendentes detalles El pueblo más raro del mundo explora cómo la cultura las instituciones y la psicología se moldean mutuamente y explica lo que esto significa tanto para nuestro sentido más personal de quiénes somos como individuos como para las fuerzas sociales políticas y económicas a gran escala que impulsan la historia humana Menciones A New York Times Notable Book of 2020 A Bloomberg Best Non Fiction Book of 2020 A Behavioral Scientist Notable Book of 2020 A Human Behavior Evolution Society Must Read Popular Evolution Book of 2020

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