



La magia de la PNL al descubierto (Serendipity) (Spanish Edition)

Byron Lewis

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Sencillo de leer pero no simple, esta obra proporciona un camino fácil hacia la magia del lenguaje y el cambio. Ian McDermott, Director de formación de International Teaching Seminars (ITS) Este libro es una muy rica y profunda presentación de los más importantes conceptos de la PNL y de su relación con la psicología. Judith Delozier, co-desarrolladora de la PNL. Con materiales nuevos y actualizados, particularmente las nuevas distinciones del metamodelo, presentamos la segunda edición de una obra que ha sido considerada durante mucho tiempo como una de las mejores introducciones a la PNL. El modelo de lenguaje de comunicación que introduce es una aproximación excelente al estudio de la comunicación humana y del cambio terapéutico. Directivos, comerciales, asesores, terapeutas, padres, educadores y todas las personas interesadas o implicadas en la comunicación con capacidad de influencia y en el cambio personal se beneficiarán de la lectura de este libro. Ilustrado y escrito en un estilo informal y ameno, muestra el poder del lenguaje para cambiar a las personas e influir en ellas y proporciona formas prácticas de adquirir esas habilidades. En definitiva, es la mejor descripción que existe del metamodelo de la PNL y de su uso práctico, y ahora se ofrece completamente actualizada. Byron Lewis estudió bajo la guía del doctor John Grinder, participando en las primeras investigaciones que sentaron las bases de la PNL. Durante la década de 1980 fue el director del Meta Training Institute y dirigió seminarios y talleres en el ámbito de la PNL. Desde entonces se ha especializado en el campo de las adicciones y ha trabajado como director de programas dirigidos a drogadictos y alcohólicos.

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