PNL para Dummies

Romilla Ready , Kate Burton , S.A. Parramón Ediciones (Translator)

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Alguien dijo una vez. Lo que resistes, persiste, pues si no modificas las acciones con las que no estás
satisfecho, conseguirás más de eso mismo una y otra vez. Alcanzar nuestras metas depende en buena medida
del control que tenemos sobre nuestro sistema nervioso. Las técnicas de la PNL (programación
neurolingüística) nos permiten modelar la manera en que pensamos y nos comunicamos con los demás. Si las
aplicas a tu vida y tu trabajo de una manera consistente, conseguirás potenciar tus creencias positivas sobre ti
y sobre el mundo que te rodea. ¡Transforma tu vida! con la PNL podrás abrir tu mente a nuevas
posibilidades. ¿Neuro qué? Piérdele el miedo a la jerga y cambia tu conducta con tu mente y tu forma de usar
el lenguaje. Conciencia, entiende por qué haces lo que haces, eres como eres, piensas como piensas y das
sentido a tu vida. ¿Inconciencia? educa a tu inconsciente y haz realidad tus deseos con las técnicas de la
programación neurolingüística. Tírate al río y encuentra cómo aprender rápidamente ideas prácticas para
utilizar la PNL. Amplía tu círculo, relaciónate con diferentes tipos de personas. Mejórate, vive y trabaja más
productivamente con los demás.

PNL para Dummies Details

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Ediciones (Translator)**

From Reader Review PNL para Dummies for online ebook

Ian Burrell says

The Dummies books are designed to be dipped into at random, but I found the lack of an overarching structure and repetition frustrating. Based on the book, it seems that there isn't a single unifying concept, but a selection on unrelated tools. The analogy of a toolbox used in one chapter seems apt. Some of the concepts and ideas will, I'm sure, prove useful, but to grasp NLP I think a more coherent book will be needed.

Snail in Danger (Sid) Nicolaides says

I stumbled across this while searching for something else and all I could think of was Juanita saying that she could hack the brainstem near the end of Snow Crash. But apparently this is about something else entirely (unsurprisingly).

Sameh Maher says

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Nancy says

I wasn't expecting to find NLP particularly interesting. In fact, I thought it would be rather creepy (how to manipulate others to do what you want sleazy salesman stuff), and although it is clear that some people could apply it in that manner, it is only a small part of NLP. On the whole, the use of the imagination as a tool in NLP is quite fascinating.

Mario-LopezTelecom says

La estructura del libro es muy buena, está plagado de anécdotas, casos prácticos y ejercicios y el lenguaje es sencillo. Pero es un tochazo, porque el tema es el que es, y es denso. Más que un libro de inteligencia emocional, es una verdadera introducción para dedicarse al estudio de la PNL, pero para mi gusto, no como para poder sacar mucho material para la vida cotidiana (a no ser que seas un apasionado). Con todo, tiene sus perlicas.

Silas says

Let's just say I was glad to be finished with this one. It seemed like a good introduction to me, but I guess I already had been exposed to a lot of NLP in other places, because an awful lot of this was stuff with which I was quite familiar, and I found a lot of the examples tedious, because they didn't relate to my situation very well. If you don't know about NLP or are looking to work on things in an office environment, this might be more useful for you.

Peter Backx says

As the title says, this is an introduction to NLP or Neuro Linguistic Programming.

I didn't know anything about NLP before I read the book, so I can't say whether or not this is truly introduces the topic properly.

What I can say is that this is a well-written overview of many of NLP topics. It is filled with small stories and examples that have me convinced that Ready and Burton know their topic.

After reading the book, I feel like I do know enough about NLP to do something with it and I have enough background to find out new books should I want to go further with the topic.

And I guess that's exactly what the goal of this book is.

André Gomes says

This book gives a good basic understanding of what NPL is, why its important, and how it can be useful to help you improve your communication skills.

Those are some important highlights that sum up the most important ideas of the book in my opinion:
- NLP, as it's commonly referred to, is the study of how we understand and experience the world around us.
- Internal Representation: Our perspective is unique to us because what we experience gets filtered by a number of things. This is why 2 people experience the same thing one loves the other hates it.
- Nonverbal communication made up 55 percent of an effective, impactful conversation.
- Matching and mirroring: To build rapport find the rhythm of the conversation and be in sync with the person you're talking to.
- Storytelling: People react differently to stories than they do to standard arguments., because a good story taps into memories and emotions.
- Anchor: sensitive information that puts you in some emotional state, it can be a memory, a smell, etc... You can create new, positive anchors that can help you get through difficult situations.
- Deletion represents the fact that we're usually leaving certain things out when we're explaining ourselves.
- Generalization refers to how we're often vague or unspecific in details and tend to extrapolate the outcome of one situation and apply them to another.
- Distortion means misinterpreting events around you. For example, if your boss doesn't greet you in the hallway and you immediately conclude that she hates you

Ron says

An OK introduction to the topic. More therapeutic and personal development or communication oriented.

Pauline Morin says

Very interesting, many tips to understand others, communicate better and appreciate life !

Veronica Sicoe says

You can bash NLP, or you can use it to improve your life, your communication skills and your understanding of others. It's a tool, nothing more nothing less. And I doubt the self-righteous fun of bashing brings you more than improvement in any part of your life would.

Paco Nieto says

Nothing surprising in regards to NLP at the basic level. Good book to start with.

Jon-Erik says

NLP is more or less just more "self help" pseudo-science. It sounds highly technical, but the name is misleading, bordering on fraudulent. It may have originated with some scientific bases, but those have long since evaporated.

There are no scientific studies to back any of the miraculous claims.

That's not to say it's total charlatanry, though. There is some useful material on how to choose your words when writing, but you have to take that out of the context of miraculous claims about hypnotizing people.

I'm disappointed because this sounded interesting, but it belongs on the Dr. Phil shelf.

Kyle R says

This book was my introduction to NLP. Definitely one of those subjects that you could either dismiss or look into and see what comes out of it. I found some of the exercises to be somewhat helpful in getting me to think about things differently.

Frank says

A lot of filler. Still, there is a lot to take away, such as the idea of anchors (which can improve your mood), how to build rapport with word types (VAKOG) and storytelling, and reducing the intensity of a bad memory's pain.

I can now see why many criticize NLP for trying too hard to sound scientific i.e. it uses a lot of big words for a simple idea for which we already have words. For example, NLP uses "modalities", which are just your senses! The "sub-modalities" are just the details of the stimuli received from your senses. For example, the colour of an object is a sub-modality of the vision modality. Oh brother.

A useful book nonetheless. It is better than other NLP books I've read. Feel free to check my bookshelf called NLP.