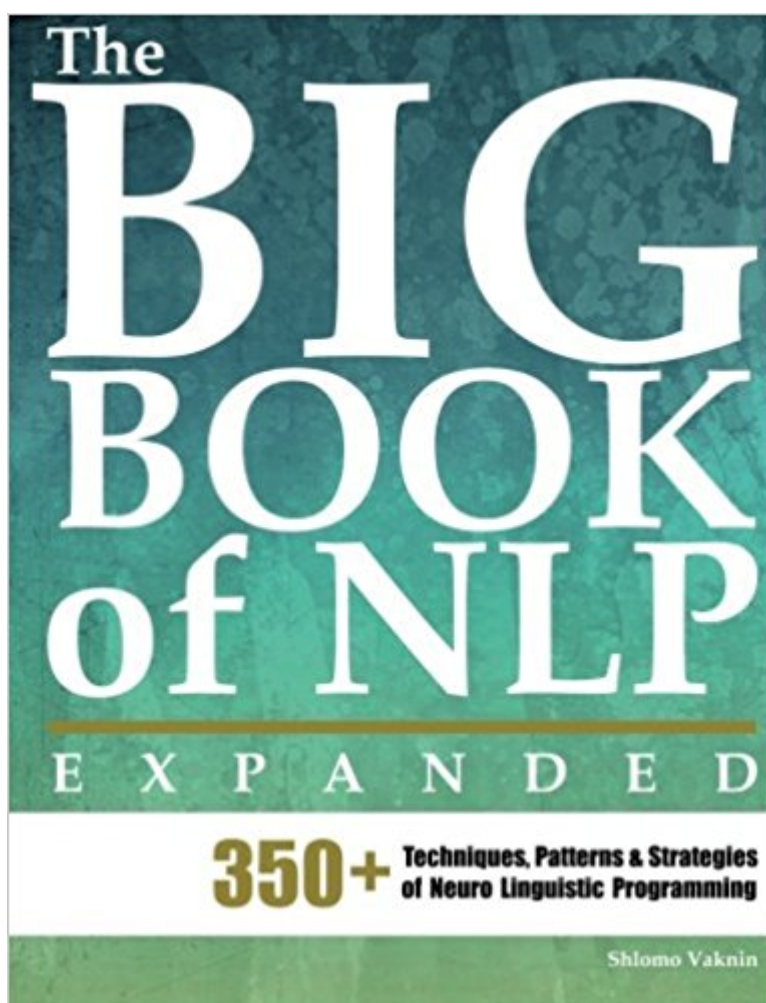


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The Big Book Of NLP, Expanded: 350+ Techniques, Patterns & Strategies Of Neuro Linguistic Programming



Synopsis

"A short NLP seminar will cost you at least \$4,500. In this book you invest less than \$0.25 per NLP technique, that can literally change your life. That's a bargain!" --Thomas Landmark, *Revolucni NLP*

828 pages of practical NLP. At last, a concise encyclopedia of NLP patterns! The Big Book Of NLP, Expanded, contains more than 350 techniques, patterns & strategies written in an easy, step-by-step format. The methods include a full array of the fundamentals that every practitioner needs, such as the Swish pattern and The Phobia Cure, as well as advanced and unique patterns, such as The Nested Loops method and Learning Strategies. Many of these techniques were never published before and cannot be found elsewhere. Perhaps more important, and unlike most other NLP books and programs, the patterns are written with great care and testing to ensure that they are clear and can be followed immediately.

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"Reading any other NLP book, you would get perhaps 10 or 15 techniques; there's a very high chance that some or all of these will be repeated in the next book you buy... The Swish pattern, for example, is mentioned in almost every NLP book I read. The Big Book of NLP, however, teaches you 350 techniques! There is no fluff, no fiction, no space fillers - only pure practical guidelines. Get this book, it's the last one you'll need to buy." --Stephan Thieme, author of *Persuasion Mastery*

"Shlomo is giving us exactly what we asked for - all the good stuff, without the fluff. I can

curiously predict, that this outstanding work is going to be an essential, perhaps even mandatory, textbook in any NLP training around the globe. All my students, in the past, present and future, are going to have to get their hands on The Big Book of NLP Techniques." --Deborah Eizenstein, NLP Trainer and Researcher, Tel-Aviv

"This book is well written and it serves the need of NLP practitioners and students to have a complete practical sourcebook of techniques to work with." --Rasa Galatiltyte, NLP Trainer, Vilnius

"This is by far the most practical manual on neuro linguistic programming. It lists hundreds of patterns, methods and advanced concepts. It is definitely the book we were all waiting for, and after 35 years of NLP, it is really about time!" --Nathaniel J. Varna, NLP Master Prac., Italy

"NLP is all about learning how to think of things differently; particularly negative things that drag you down. Buy this book and you own THE sourcebook on how to think differently and change yourself and others effortlessly with NLP. It is now the most useful book in my practice and I give it to all my students." --Isaac Gozlan, NLP Trainer

The Big Book Of NLP contains more than 350 patterns & strategies written in an easy, step-by-step format. The methods include a full array of the fundamentals that every practitioner needs, such as the Swish pattern and The Phobia Cure, as well as advanced and unique patterns, such as The Nested Loops method and Learning Strategies. Many of these techniques were never published before and cannot be found elsewhere. Perhaps more important, and unlike most other NLP books and programs, the patterns are written with great care and testing to ensure that they are clear and can be followed immediately. If there was one really useful book on NLP... ..it would be full of NLP patterns! Everyone who learns Neuro Linguistic Programming knows the power of the patterns and strategies that employ the skills and knowledge of NLP. Whether you have just been introduced to the basics, or you have mastered advanced material and patterns, this work provides you with more than 350 patterns in a concise reference format, with step-by- step instructions. We have selected each pattern for its value and relevance. If you know the pattern, you can refresh your memory; if you want to learn it, you can do so without wading through any "fluff" such as ridiculously long explanations of NLP terms, or "magical stories" of healing and success. I chose to make this book clean of theories and fiction stories, and packed it with the most practical guidelines and advice.

This book gives a cursory view of 350 so called NLP techniques. (with double line spacing and a great deal of white space on each page). You will learn more from the book by understanding its title/marketing than actually purchasing it. "Big" . . ."Expanded". . ."350" . . ."+". Tapping into the consumer's greed and desire to know everything is this book's major success. Yes I was duped. Go

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The biggest problem with this book is that is is big and comprehensive. It is easy to understand but dense reading and will take a long time to get through. NLP requires practice and there is enough in hear to keep you practicing something new for the rest of your life. Great book just open it anywhere and start reading

This book is probably the only NLP book you'll need. If you're new to NLP, a beginner's book(which the author has written) would go good with this one. But only if you want to know more detail about "Why" a pattern or technique works.This book is easy to read and has no filler, which can be common with NLP books. Which I can understand to a point when it comes to motivating someone to get excited about learning the material and explaining why NLP works. If you're looking for a straight the the point book on NLP then this is it.

Great book with much more information then I expected.. the book came in perfect condition I am excited to learn all I can from it.

This book is very diverse and easy to follow, a rare treasure trove for anyone interested with NLP and human interaction

It is really good book of different techniques, recipes approaches. I like to look into it from time to time. However, if you want to learn NLP from it - don't try. The book is very dry, it's like encyclopedy of NLP. You will get better understanding of NLP from the Authors website. However if you have some basic skills - the book is well worth the money. Even the name says it, it's a NLP Cookbook(like there are C++ or Perl or Java cookbooks), but first you need learn to cook.One drawback(and the reason of 4 star not 5) -- too many techniques are literally crowded together, it needs a bit more of structure and editing, but that's a matter of personal taste.

Very thorough. Excellent resource. Well done.

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