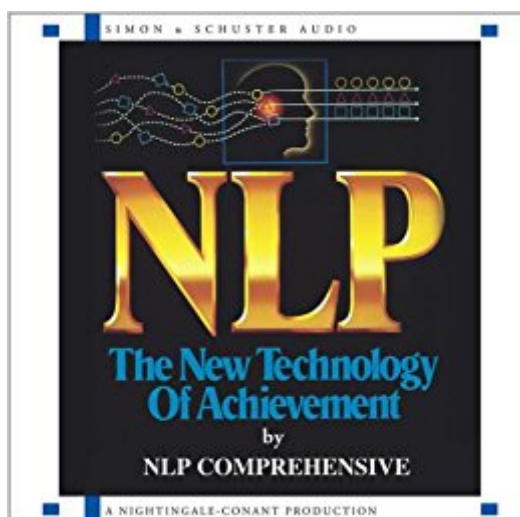


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# NLP: The New Technology Of Achievement



## Synopsis

NLP: THE NEW TECHNOLOGY OF ACHIEVEMENT Anthony Robbins has called it "an incredibly powerful tool." Time magazine described it as "an all-purpose self-improvement program and technology." Now you can learn the powerful secrets of Neuro-Linguistic Programming -- or NLP -- a practical, scientifically tested method of changing the way you think and behave faster and more easily than ever before. With NLP training you can take total control of your mind/body machine and:

- Wipe out irrational fears
- Gain lasting self-esteem almost instantly
- Change lifelong habits
- Relieve inner conflicts
- Learn techniques for self-motivation

A groundbreaking audio program that will rid your mind of unwanted obstacles to success, NLP: The New Technology of Achievement gives you the tools you need to improve your performance in every area of your life.

## Book Information

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## Customer Reviews

"NLP has untapped potential for treating individual problems....It has metamorphosed into an all-purpose self-improvement program and technology."--Time  
"NLP could be the most important synthesis of knowledge about human communications to emerge since the '60s."--Science Digest  
--This text refers to an out of print or unavailable edition of this title.

NLP Comprehensive, one of the earliest and most successful Neuro-Linguistic Programming training organizations in the world, was founded by Connirae Andreas, Ph.D., and Steve Andreas, M.A., and is headquartered in Boulder, Colorado. --This text refers to an out of print or unavailable edition of this title.

A great book albeit a very long and intense book. The words we use talking to others and our self talk greatly affects how we remember things and how we remember things affects the way we respond to similar incidents in the future. This book contains numerous exercises to aid us in changing our responses to situations. From creating excellence to dealing with phobias, this book shows you how to change the way you think about and approach life. It's also a good book to keep for reference.

A decent primer to NLP practice. Better than 99% of the self help books on the market to be sure (though, maybe that's not saying much). In any case, I feel most people could benefit by reading and trying some of the exercises. I do wish it had a little more on modelling, but wanting "just a little more" about one's pet subject is a normal feeling when reading introductory/survey texts.

Those who rate this book with a low rating are the ones who need a slap upside of the head! They need a good dose of reality and perhaps might do well to do the exercises in this book. This is the most comprehensible and accessible book on NLP that I have had the privilege of reading and applying. As a long-time practitioner, I'm always looking for NLP books for a refresher or for new applications. There are other highly rated books on NLP, but most of them contain jargon that the authors use to impress others with their knowledge. They use language that is not accessible for most none NLPers. These authors and experts in the field of mind work have crafted a book that uses language any individual can read and understand; and, they can use these exercises to make changes in their lives with ease and simplicity. I am particularly pleased to see the 21 day exercises in the last part of the book -- it is a gem of a process to be used as a step-by-step resource for creating unlimited achievements in business and life.

After wading through self-help for the better part of 2 years, I've come to the conclusion that this is one of the best comprehensive books on the general topic of self-help. This review comes after reading only the first 100 pages because it is really THAT good. It could be that I've made an internal decision to wrap-up on self-help, as is the theory about projects and habits (we decide when any further investment would be 'silly'). However, I feel that this book contains the best material from all of the sources that I've read combined. It provides re-usable NLP tools without all the lead-up-to-it marketing (e.g. Bandler, Helmstetter), and, at the same time, helps you consolidate your interests (e.g. Lore, Bolles), which really IS the whole point of self-help. This book helps you arrive at your

PERSONAL goals with a very capable set of motivational and obstacle-avoiding tools, sending you on your merry way. Thank you psychology geniuses! :-D

The content is general enough and detailed enough to be very interesting. The exercises are great and have led me, the reader, to many changes in my life. Even if you're an NLP master, there will be good content, as some things are explained differently that will certainly spark creativity to utilize these concepts in a new way.

Overall I liked this book. However, it does a bunch of grandstanding. The first chapter is one long sales speech on why you should buy the book you just did. Throughout the book, there are way too many arguments to convince you hey this stuff works, they aren't needed. The language can often times can flowery and trying making this a more difficult read than it needs to be. Also parts of this book can be hit or miss. There were a few chapters that I read and was just like, nope, just didn't do it. Also certain aspects of NLP that were mentioned in the book were missing like, embedded commands and pacing and leading. What this book does do though is that it allows you to take control of your thinking. The phobia chapter alone is worth the read for anyone with a fear, or anxiety in any situation. For someone who wants more confidence in any situation, a more positive attitude, better motivation, get over a painful memory, (who doesn't?)it's there. There are tools and exercises and they work. This will help you take control of your mind.

Awesome book/manual for learning what NLP is and how to use it. Would prefer a bit more focus on teaching specific techniques and less talking but I understand how most people learn that way through stories and references. A+ rating

If this is your first exposure to NLP you may find these ideas fascinating. I preferred to learn NLP from Anthony Robbins in his Personal Power 2 audio program. Robbins' brand of NLP is called NAC (Neuro Associative Conditioning). NLP: New Technology of Achievement is a step by step guide to understanding NLP. Keep in mind, NLP is probably best learned by doing it as opposed to reading it. However, this book offers a good introduction to the tools. Don't overestimate or underestimate the power of NLP. Being familiar with the techniques I didn't learn much new here initially. The novice will learn that NLP is essentially about framing your experience. NLP is not verbal; it is better done through experience. However, the book has an organized layout that is easy to follow. My only complaint is that much of this information is found in other books, such as Awaken the Giant Within

or Psycho-Cybernetics. So I was somewhat disappointed when I first read this book. However, upon returning to it I must admit I was impressed. It has enough exercises, suggestions and info to re-read to touch up on the technique. Buy this book. Also see *Awaken the Giant Within* by Anthony Robbins.

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