



The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism

By Olivia Fox Cabane

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What if charisma could be taught?

For the first time, science and technology have taken charisma apart, figured it out and turned it into an applied science: In controlled laboratory experiments, researchers could raise or lower people's level of charisma as if they were turning a dial.

What you'll find here is practical magic: unique knowledge, drawn from a variety of sciences, revealing what charisma really is and how it works. You'll get both the insights and the techniques you need to apply this knowledge. The world will become your lab, and every person you meet, a chance to experiment.

The Charisma Myth is a mix of fun stories, sound science, and practical tools. Cabane takes a hard scientific approach to a heretofore mystical topic, covering what charisma actually is, how it is learned, what its side effects are, and how to handle them.

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Editorial Review

Review

"Fox Cabane's distinct writing style...makes reading each chapter both informational and fun. Each exercise is practical and easy...If you are interested in increasing your ability to be charismatic in your unique setting or employment, this book will give you direct skills to use"

— **PsychologyToday.com**

"Charisma Myth is an easy read, effectively integrating stories and research, strategies and applications, techniques and practices."

— **New York Journal of Books**

"Practical and groundbreaking: Cabane combines a compelling analysis and breakdown of the key elements of charisma, with practical and easy to understand advice and exercises for developing one's own charisma. Highly recommended to anyone seeking an easily approachable and engaging guide to developing their own charismatic skills"

— **Blog Business World**

"Cabane has done a masterful job of pulling together scientific findings and personal insights to present a coherent and compelling view of charisma. This book is engaging, clear, and chock-full of wisdom, practical recommendations, and uncommonly good sense."

— **Stephen Kosslyn, director, Center for Study of Behavioral Sciences at Stanford**

"Cabane has done us a big favor. She's woven solid science and engaging narrative into an instructive treatment of the role of charisma in leadership—a topic that (until now) we only poorly understood."

— **Robert B. Cialdini, author of Influence: Science and Practice**

About the Author

Olivia Fox Cabane has lectured at Stanford, Yale, Harvard, MIT, and the United Nations. As an executive coach to the leadership of Fortune 500 companies, her clients include Google, Deloitte, and Citigroup. She is a regular columnist for Forbes and has been featured in The New York Times, Bloomberg BusinessWeek, and The Wall Street Journal.

For more information about the book, please visit: www.CharismaMyth.com

For more information about Olivia Fox Cabane, please visit: www.AskOlivia.com.

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