



The Magic of Dialogue: Transforming Conflict into Cooperation

Daniel Yankelovich

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In this groundbreaking work, famed social scientist and world-famous public opinion expert Daniel Yankelovich reinvents the ancient art of dialogue.

Successful managers have always known how to make decisions and mobilize coworkers. But as our businesses continue to expand, conversations and discussions just aren't enough to bring people and their different agendas together anymore. Dialogue, when properly practiced, will align people with a shared vision, and help them realize their full potential as individuals and as a team. Drawing on decades of research and using real life examples, *The Magic of Dialogue* outlines specific strategies for maneuvering in a wide range of situations and teaches managers, leaders, business people, and other professionals how to succeed in the new global economy, where more players participate in decision-making than ever before.

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