



The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over

By Jack Schafer, Marvin Karlins

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The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over By Jack Schafer, Marvin Karlins

From a former FBI Special Agent specializing in behavior analysis and recruiting spies comes a handbook filled with his proven strategies on how to instantly read people and influence how they perceive you, so you can easily turn on *the like switch*.

The Like Switch is packed with all the tools you need for turning strangers into friends, whether you are on a sales call, a first date, or a job interview. As a Special Agent for the FBI's National Security Division's Behavioral Analysis Program, Dr. Jack Schafer developed dynamic and breakthrough strategies for profiling terrorists and detecting deception. Now, Dr. Schafer has evolved his proven-on-the-battlefield tactics for the day-to-day, but no less critical battle of getting people to like you.

In *The Like Switch*, he presents these techniques for how you can influence, attract, and win people over. Learn how to think and react like your favorite TV investigators from *Criminal Minds* or *CSI* as Dr. Schafer shows you how to improve your LQ (Likeability Quotient), "spot the lie" both in person and online, master nonverbal cues that influence how people perceive you, and turn up or turn down the intensity of a relationship.

Dr. Schafer cracks the code on making great first impressions, building lasting relationships, and understanding others' behavior to learn what they *really* think about you. With tips and techniques that hold the key to taking control of your communications, interactions, and relationships, *The Like Switch* shows you how to read others and get people to like you for a moment or a lifetime.

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Editorial Review

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"Whether you wish to be better at sales, reading a room, or recruiting Soviet spies, Jack outlines the skills necessary to make you a better communicator at all levels. As a professional, I learned something new on almost every page that will help to influence others. You will find hundreds of tips and insights in this book that will be immensely useful in any business or social setting." (Dr. Jim Reilly, former astronaut, Mach25Management)

"This practical and insightful guide to influencing people, based on behavioral analysis and hard-won experience at the FBI, is filled with dozens of useful tips and techniques that can be applied immediately. I enjoyed it and learned a lot!" (William Ury, coauthor of *Getting to Yes* and author of *The Power of a Positive No*)

Review

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About the Author

John R. "Jack" Schafer, PhD, is a psychologist, professor, intelligence consultant, and former FBI Special Agent. Dr. Schafer spent fifteen years conducting counter-intelligence and counterterrorism investigations, and seven years as a behavioral analyst for the FBI's National Security Division's Behavioral Analysis Program. He developed spy recruitment techniques, interviewed terrorists, and trained agents in the art of interrogation and persuasion. Dr. Schafer contributes online pieces for *Psychology Today Magazine*, has authored/coauthored six books, and has published numerous articles in professional and popular journals. He is a professor with the School of Law Enforcement and Criminal Justice at Western Illinois University.

Marvin Karlins received his PhD in Psychology from Princeton University and is currently Professor of Management at the University of South Florida's College of Business Administration. Dr. Karlins consults internationally on issues of interpersonal effectiveness and has also authored twenty-four books, including two national bestsellers, *What Every Body Is Saying* and *It's a Jungle in There*. He resides in Riverview, Florida, with his wife, Edyth, and daughter, Amber.

Users Review

From reader reviews:

George Marsh:

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