



El diálogo estratégico: Comunicar persuadiendo: técnicas para conseguir el cambio (Problem Solving) (Spanish Edition)

Giorgio Nardone, Alessandro Salvini

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La obra que el lector tiene en sus manos representa la síntesis de un recorrido de investigación, aplicación clínica y consultoría empresarial, realizado a lo largo de más de quince años en el Centro di Terapia Strategica de Arezzo, después de su fundación a cargo de Giorgio Nardone y Paul Watzlawick.

El diálogo estratégico es una técnica evolucionada para dirigir un coloquio «terapéutico» capaz de inducir cambios radicales en el interlocutor. Se trata de una refinada estrategia para obtener el máximo con el mínimo, donde se estructura la primera entrevista como una verdadera intervención más que como una fase preliminar, cuyos sorprendentes efectos han abierto nuevas y prometedoras perspectivas de investigación y de intervención.

El diálogo estratégico resultará de interés tanto para profesionales de la psicología y de la comunicación como para lectores no especializados.

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