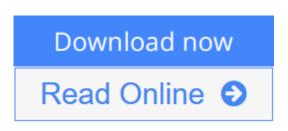


# The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism

By Olivia Fox Cabane



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#### What if charisma could be taught?

The charisma myth is the idea that charisma is a fundamental, inborn quality—you either have it (Bill Clinton, Steve Jobs, Oprah) or you don't. But that's simply not true, as Olivia Fox Cabane reveals. Charismatic behaviors can be learned and perfected by anyone.

Drawing on techniques she originally developed for Harvard and MIT, Cabane breaks charisma down into its components. Becoming more charismatic doesn't mean transforming your fundamental personality. It's about adopting a series of specific practices that fit in with the personality you already have.

*The Charisma Myth* shows you how to become more influential, more persuasive, and more inspiring.

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#### **Editorial Review**

#### Review

"The top book I've read all year."

—Dr. Tina Seelig, Executive Director for the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University's School of Engineering, and author of *inGenius: A Crash Course on Creativity*.

"Olivia Fox Cabane offers hands-on advice and a practical guide to humanizing leaders without comprising integrity or authority. She focused on the 'it' factors that can make a real difference."

-Laura Lang, CEO, Time Inc.

"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* 

"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."

-Psychology Today

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

- New York Journal of Books

"We can't all be as charismatic as Alexander the Great or Madonna, but with Cabane's help, we can sure get close!"

#### -Marshall Goldsmith, author of Mojo

#### 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 Olivia Fox Cabane, please visit: AskOlivia.com

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