



How to Stand Out: Proven Tactics for Getting Noticed

Rob Yeung

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Win the respect you deserve

You probably already have the skills to be more fulfilled and successful. But sometimes it's about showcasing these skills so that colleagues, customers, friends and the rest of the world can recognize what you do.

Drawing on extensive research and inspiring real-life examples, psychologist and bestselling author Dr. Rob Yeung guides you through proven techniques that will get you noticed for all the right reasons.

How to Stand Out shows you how to:

- Utilize winning body language techniques
- Incorporate the words that get people nodding in agreement
- Supercharge your persuasive skills to sell products, pitch ideas, network, and socialize with friends
- Boost your motivation to become more successful
- Improve your confidence to get the results you desire

Praise for the Book

“We all need to sell ourselves and this book is a great, very readable guide on how to do that. This book is full of useful career advice – and brought to life by fascinating examples and often surprising insights.”

Rhymer Rigby, writer for *The Telegraph* and *Financial Times* and author of *28 Business Thinkers Who Changed the World*

“*How to Stand Out* covers the latest evidence on body language, communication and persuasion. It's a rigorously researched, compelling and sometimes surprising read no matter what your goals in life. You will undoubtedly learn something new.” **Dr Tomas Chamorro-Premuzic, CEO of Hogan Assessments, and Professor of Business Psychology at University College London and Columbia University**

“Engaging, no-nonsense and full of scientifically proven advice – an essential book for anyone wanting to outshine the crowd and get ahead in business and life.” **Dr. Michael Sinclair, co-author of *Mindfulness for Busy People*, Founder & Clinical Director, City Psychology Group**

“An easy read with some well researched, practical and evidence backed advice. Definitely stands out from the crowd and can easily be applied straight away.” **Paul Hughes, Executive Development Director at Cranfield School of Management**

“An extraordinary book for everybody: Dr Yeung's book presents a wealth of useful tips on how to build your confidence and stand out from the crowd. This book is a treasure trove of useful tips on how to outperform in a job interview, get promoted, win more customers, get your business funded or simply become more successful in life.” **Professor Khalid Hafeez, Dean of The Claude Littner Business School at the University of West London**

“Practical, accessible tips and techniques for making yourself more interesting to clients, customers, and friends!” **Tamara Box, Partner and Global Chair of the Financial Industry Group at international law firm Reed Smith LLP**

“Once again, Rob Yeung demonstrates how challenge can quickly become opportunity. He has the uncanny knack of identifying our insecurities, helping us view them from a different angle and transforming them into foundation stones for building new confidence. Whether you want to learn to ‘talk like TED’, present your best side at a job interview, or simply want to stand out from the crowd – this new book offers simple, clear and practical guidance. Like his previous books, this is another example of why Dr Rob Yeung stands out from other psychologists and coaches.” **Malcolm Green, Creative Chairman at advertising agency Green Cave People**

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Robert Hicks:

Reading can called brain hangout, why? Because when you find yourself reading a book specifically book entitled How to Stand Out: Proven Tactics for Getting Noticed the mind will drift away trough every dimension, wandering in most aspect that maybe not known for but surely might be your mind friends. Imaging just about every word written in a reserve then become one type conclusion and explanation in which maybe you never get just before. The How to Stand Out: Proven Tactics for Getting Noticed giving you one more experience more than blown away your thoughts but also giving you useful data for your better life in this era. So now let us demonstrate the relaxing pattern the following is your body and mind will probably be pleased when you are finished studying it, like winning a game. Do you want to try this extraordinary investing spare time activity?

Cedric Barnett:

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