



Covert Hypnosis 2020: An Operator's Manual

Kevin Hogan

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In 1998, Kevin Hogan coined the phrase 'Covert Hypnosis'. This was the genesis of a field of study based on nonconscious behavior and creating change in others on that plane of action. A decade later, Covert Hypnosis has, by some, become synonymous with 'Hypnotic Language Patterns' and little else. This book is the seminal work in the field because it brings applications of nonconscious behavior into the real world of relationships, selling, marketing and therapy and explodes that myth. To be sure, you'll learn a few effective Hypnotic Language Patterns ... but then you'll learn what drives human behavior and how to wire into those behaviors and cause change. Covert Hypnosis is ... subtle influence.

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