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It continues with "What's The Art of Woo? It's about winning others  
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relationship-based, emotionally intelligent influence. It's the secret of success with colleagues, clients, and customers that opens minds and hearts...

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Nelson Mandela also used it to lead a revolution in South Africa. In any context, woo is two parts art and one part science. In The Art of Woo, Professors G. Richard Shell and Mario Moussa offer a self-assessment to determine which persuasion role fits you best and how to make the most of your natural strengths.

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In their new book, *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas*, Wharton legal studies and business ethics professor G. Richard Shell and management consultant Mario Moussa provide a systematic approach to idea selling that addresses the problem Iacocca identified.

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In *The Art of Woo*, they present their systematic, four-step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their “Woo IQ,” they show how relationship-based persuasion works to open hearts and minds.

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*The Art of Woo - Wharton School Press*

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The Art of Woo : Using Strategic Persuasion to Sell Your Ideas. by G. Richard Shell and Mario Moussa. Rated 5.00 stars. See Customer Reviews.

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Directed by Helen Lee. With Sook-Yin Lee, Adam Beach, Joel Keller, Alberta Watson. The Art of Woo is a romantic comedy about Alessa Woo, an ambitious art dealer who meets her match in gifted painter, Ben Crowchild.

*The Art of Woo (2001) - IMDb*

The Art of Woo: Using Strategic Persuasion to Sell Your Ideas User Review - Not Available - Book Verdict Shell and Moussa (codirectors, Strategic Persuasion Workshop, Wharton Sch., Univ. of...

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Nelson Mandela also used it to lead a revolution in South Africa. In any context, woo is two parts art and one part science. In The Art of Woo, Professors G. Richard Shell and Mario Moussa offer a self-assessment to determine which persuasion role fits you best and how to make the most of your natural strengths. They also share vivid stories from their experiences advising thousands of leaders and stories about famous people like John D. Rockefeller, Andrew Carnegie, Andy Grove, and Bono.

*The Art of Woo by G. Richard Shell, Mario Moussa ...*

The must-read summary of G. Richard Shell and Mario Moussa's book:

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"The Art of Woo: Using Strategic Persuasion to Sell Your Ideas". This complete summary of the ideas from G. Richard Shell and Mario Moussa's book "The Art of Woo" shows that selling ideas involves a different strategy to selling objects: you must use "relationship-based persuasion" which isn't based on coercion or hard-selling, but agreement.

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