

Book Review 'Pengaruh Gaya Trump' (Malay Version)

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This book is the author's efforts to ensure that only the best partnership available to readers in search of the secret of the success of the world icon named Donald John Trump. The book is inspired by the success of the earlier book, *Berfikir Gaya Trump* and then packaged into *Siri Bisnes Gaya Trump*. The author believes the combination of this expertise. The next Trump book collection can bring benefit more effectively and this is the consolidation point for the author producing best works.

This book was written with the intention to help readers find out methods to create the effect of being a world good business leader as Trump. This is important because many readers dream of individual status such as rich, famous and influential. But readers do not have easy reference materials especially in the Malay language. This book provides guidance and techniques to influence readers to build power based on the guidance provided by Donald Trump. When readers meet the conditions set by Trump, readers are able to become influential leaders, although readers only subordinate workers. Hopefully the theory in this book can be manifested in the form of practical, and through this book, readers can build the best charisma, influence and leadership.

Throughout the life experience, the author found that there were many people who demonstrate the influence and power of great leadership. In the business world, among which stands out is Donald Trump. His power of influence seems magical. Readers need to know what the secret that makes it so powerful. Said Bill Zanker, President of The Learning Annex, "Working with Donald Trump completely change my way of thinking". This book serves secret influence and leadership of the world famous icon, Donald Trump. This book was written on the rationale, in *Berfikir Gaya Trump* book written by Nazri Kadir, not dealt with in-depth practical aspects of how Trump empowering effect. In *Ilmu Pengaruh* book written by Syahrul Nizam Junaini, most theories in the art of influence that is told not to unearth the secrets of this world leader in business. Trump name is mentioned once in Chapter 1, which is certainly not sufficient. Moreover, the author found that most businesses lack the motivation to focus on the theme of science with a practical tip. If any, the book does not focus on how to practice the science of sales and marketing in the session.

Hence this book took the bold step of combining the two books mentioned earlier. Now comes the continuation of *Berfikir Gaya Trump* book in a fresh new style. This book list out tip and practical measures that can be adopted in order to create the effect of readers. Effects of influence is built, can be manifested in the form of practical to build charisma and leadership reader. Therefore the focus of this book centers around how Trump is building the influence that he managed to become an icon, consultants, thinkers, communicators, mentor, motivator, salesmen, millionaires, and at once influential leader. In terms of leadership, this book focuses more on the Trump vision style, in addition to Trump leadership tip as CEO. Readers are introduced to Trump Leadership model in the form of visualization, organization and collaboration.

Between the grandeur of Trump described in the following chapters is how splashed idea to put ourselves among the two percent of the greatest man in the world like Trump, how to melt the hearts of those we are trying to persuade through Trump negotiation styles affect, how to act on impulse as conducted by Trump before making real estate investments, how Trump uttering words so that those who hear surrender to his charisma, how Trump showed his influence as a mentor and teacher in the world of real estate business that is competitive, how Trump makes him more influential as a motivator, especially to the apprentices he created through the Apprentice, how Trump use knowledge of the sales process and further assert himself as a millionaire.

These seven important questions are quite proving the influence of Trump. But that does not mean the author idolize him as if there is no other figure as powerful and satiated him. Therefore the author also inserts stories and anecdotes of other people who would have the effect of magic and charisma of their own. Introduction about the history of life is chronicled in *Berfikir Gaya Trump* book. Now it's the turn of *Pengaruh Gaya Trump* book takes readers across the world which are not magical, fantastic or too bombastic. This book tells the true secret power of the Trump. Readers certainly reduced loss when missed opportunities of knowing the secret power of Trump.

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