



Daniel H. Pink
To Sell is Human: The Surprising Truth About Moving Others
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Book Description

From the bestselling author of *Drive* and *A Whole New Mind* comes an exploration of the power of selling, which each of us does every day—whether we know it or not.

According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. More than fifteen million people earn their keep by convincing someone else to make a purchase.

But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales—but so do the other eight out of nine. Whether we're entrepreneurs persuading funders, employees pitching colleagues, or parents and teachers cajoling kids, we spend our days trying to move others. Today, like it or not, we're all in sales. Or as Daniel H. Pink puts it, everyone is in the "moving business."

In this provocative book, Pink offers a fresh look at the art and science of selling. He shows that sales, whether pushing a product or peddling an idea, isn't what it used to be. Because of powerful economic changes, the glad-handing, truth-bending form of sales is a relic. In its place is a new approach to moving people that involves three very human qualities and four surprising skills.

As he did in *Drive* and *A Whole New Mind*, Pink lays out the science for his counterintuitive insights, offers vivid examples and stories, and provides readers with tools to put the ideas into action. Smart yet accessible, bold yet well argued, this is the first book on sales for people who've never read a book about sales. It will change how you see your world and transform what you do at work, at school, and at home.

Daniel H. Pink is the author of the long-running *New York Times* bestseller *A Whole New Mind*, and the #1 *New York Times* bestseller *Drive*. His books have been translated into thirty-three languages and have sold more than one million copies in the United States alone. His articles on business and technology appear in many publications, including *The New York Times*, *Harvard Business Review*, *Fast Company*, *Wired*, and *The Sunday Telegraph*. Dan has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He lectures to corporations, associations, and universities around the world on economic transformation and the new workplace. In 2011, Thinkers50 ranked him one of the 50 most influential business thinkers in the world. A free agent himself, Dan held his last real job in the White House, where he served from 1995 to 1997 as chief speechwriter to Vice President Al Gore. He also worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government. He received a BA from Northwestern University, where he was elected to Phi Beta Kappa, and a JD from Yale Law School. He has also received honorary degrees from the Ringling College of Art and Design (2011) and Westfield State University (2010). Dan lives in Washington, DC, with his wife and their three children.

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