



Summary and Analysis | **The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over**

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This is a book summary of *The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over* by Jack Schafer and Marvin Karlins.

The Like Switch is packed with all the tools you need for turning strangers into friends, whether you are on a sales call, a first date, or a job interview. As a Special Agent for the FBI's National Security Division's Behavioral Analysis Program, Dr. Jack Schafer developed dynamic and breakthrough strategies for profiling terrorists and detecting deception. Now, Dr. Schafer has evolved his proven-on-the-battlefield tactics for the day-to-day, but no less critical battle of getting people to like you.

In *The Like Switch*, he presents these techniques for how you can influence, attract, and win people over. Learn how to think and react like your favorite TV investigators from *Criminal Minds* or *CSI* as Dr. Schafer shows you how to improve your LQ (Likeability Quotient), "spot the lie" both in person and online, master nonverbal cues that influence how people perceive you, and turn up or turn down the intensity of a relationship.

Dr. Schafer cracks the code on making great first impressions, building lasting relationships, and understanding others' behavior to learn what they really think about you. With tips and techniques that hold the key to taking control of your communications, interactions, and relationships, *The Like Switch* shows you how to read others and get people to like you for a moment or a lifetime.

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