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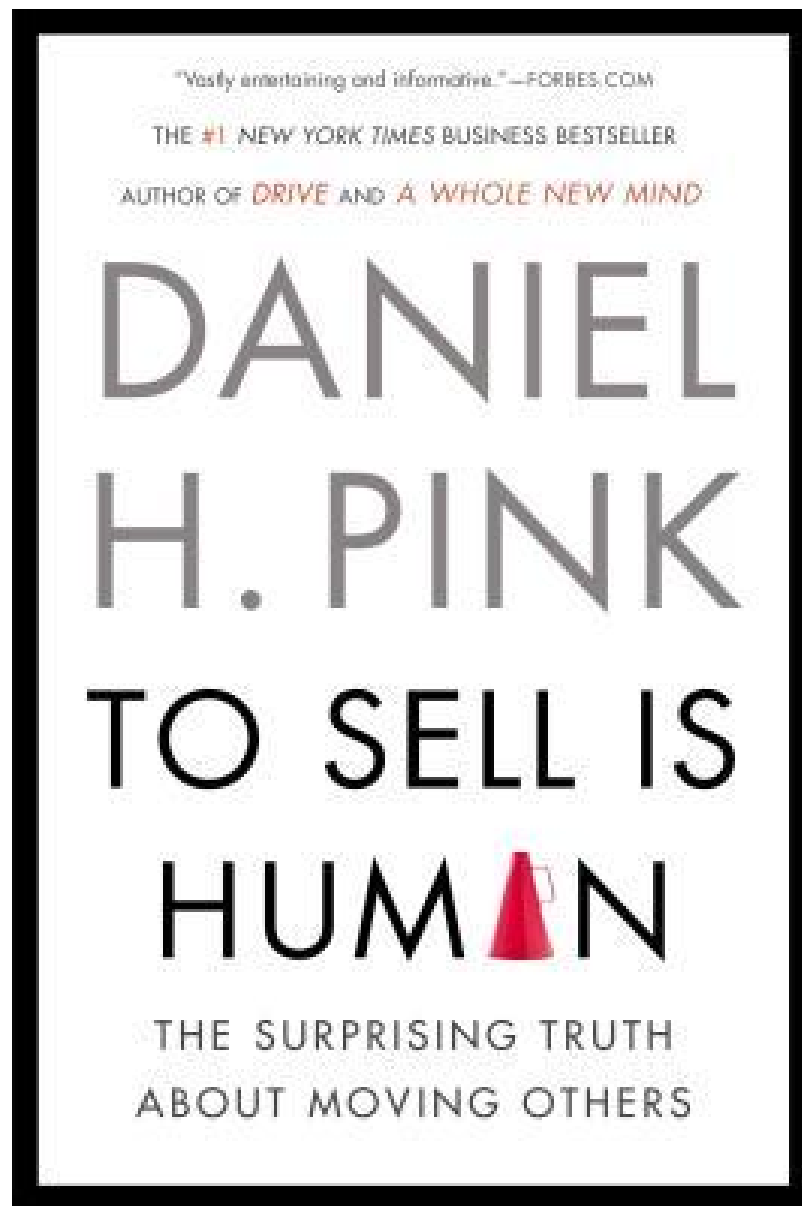
THE #1 NEW YORK TIMES BUSINESS BESTSELLER

AUTHOR OF *DRIVE* AND *A WHOLE NEW MIND*

# DANIEL H. PINK TO SELL IS HUMAN

THE SURPRISING TRUTH  
ABOUT MOVING OTHERS

**To Sell Is Human: The Surprising Truth About Moving Others**  
by Daniel H. Pink



## Synopsis:=====

Look out for Daniel Pink's new book, *When: The Scientific Secrets of Perfect Timing*, coming January 9, 2018 #1 New York Times Business Bestseller #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of *Drive* and *A Whole New Mind* comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading 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. Whether we're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, we're all in sales now. *To Sell? Is Human* offers a fresh look at the art and science of selling. As he did

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