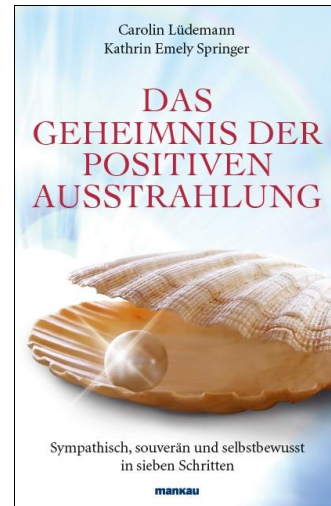


Carolin Lüdemann / Kathrin Emely Springer

The Secret Of Positive Charisma

**Congenial, poised, and self-confident
in seven steps**

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About the book.

When is a person attractive? Is only his/her appearance of importance? Or do we not often find people „beautiful”, which are not beautiful in the conventional sense?

Beauty is equated with success in our society and therefore becomes more important. However, many people treat this issue only from the outside and therefore superficial. Often, the actually desired result – namely, to become more popular and beloved – is not reached.

It is crucial to know what aspects determine our effect on others and how we can improve our charisma as positively as possible. Starting with basic attitudes such as optimism, confidence, happiness, and authenticity to successful verbal and nonverbal communication (facial expressions, gestures, body language), there are many elements that you everybody can learn – but first of all they have to be embodied in our inner self: You are what you think you are.

Grasp with business coach and TV-career-expert Carolin Lüdemann and psychologist Kathrin Springer the aspects of true beauty and learn the secret of positive charisma in seven steps. Enchant your fellow men and yourself!

About the authors.

Carolin Lüdemann (born in 1978) is a lawyer and a trained business coach, a member of the German Etiquette Council (Deutscher Knigge-Rat) and a career-expert of renowned media as Sat.1, N 24, SWR – radio and television, Süddeutsche Zeitung, and “Die Welt”. Her lectures and seminars are regularly sold out, top managers and top executives from economy, consulting and associations take part in her training courses.

Kathrin Emely Springer (born in 1969) is a psychologist and kinesiologist. After her studies in psychology and training in languages in Italy and the USA, she has completed further training in innovative methods of psychology and psychotherapy. Among the clients of her institute in Stuttgart, in which the personal trainer very successfully offers management coaching, HR strategy consulting, and the development, implementation and evaluation of conflict management and crisis intervention programs, are medium and large enterprises as well as athletes.

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