



The Underdog Edge: How Ordinary People Change the Minds of the Powerful and Live to Tell About It

Amy Showalter

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We all have occasions in which we want or need to persuade someone of greater clout, prestige or authority to see things our way. Many influence books address peer influence and downward influence (leadership). This book is unique because it reveals that upward influence success requires different tactics than generic influence tactics, because powerful people aren't like everyone else. It tells real-world stories of everyday people who have achieved persuasion success in politics and business with someone up the food chain, the peer-reviewed science behind their success, as well as insights from those whose minds they changed.

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