



## MANUAL PRACTICO DE PNL

By Ramiro J Álvarez

Desclée de Brouwer, 2015. soft. Book Condition: New. Si tomamos los sistemas psicológicos más acreditados actualmente, como pueden ser la Gestalt, la Hipnosis Ericksoniana, el Análisis Transaccional y la Terapia Familiar Sistemática de Virginia Satir y logramos hallar el factor de eficacia común a todos ellos, el resultado, sin duda, no puede ser otro que la Programación Neurolingüística, el genial método iniciado por John Grinder y Richard Bandler en los años setenta y que tan amplia difusión ha alcanzado en todo el mundo. El éxito de la PNL radica en que no se trata sólo de un procedimiento psicoterapéutico, sino que sus principios abarcan todos los campos de la comunicación humana ¿desde la educación a las relaciones comerciales? y atienden a todos los niveles, desde los planos automáticos no verbales hasta la formulación de proyectos de vida. En esta obra, la segunda del autor sobre el tema, se ofrecen de manera clara y sistematizada los principios y técnicas básicas de la PNL al tiempo que se resaltan sus conexiones con numerosos procedimientos de diferentes escuelas psicológicas. La fácil lectura de este Manual Práctico deriva del propio quehacer del autor como practicante de la psicología clínica, así como de su faceta...



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