

Antonio Núñez Releases New Book on Influencing Others with Person-to-Person Messages

The decline in mass communications and the success of person-to-person communication technologies have led to a dizzying information boom and fragmented public opinion. Nowadays, to communicate is to propagate. Irrational spirals, strings of rumours and impulsive predictions eventually chip away at the confidence of customers, partners, experts, opinion leaders and the media. In his new book, *La estrategia del pingüino: influir mediante mensajes que se contagian de persona en persona*, Antonio Núñez reveals the keys to mastering person-to-person communication, influencing how others perceive your messages, and – most importantly – getting others to transmit your message to their trusted contacts.