



Artful Persuasion

Harry Mills

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"There's really nothing mysterious about getting people to change their minds. No special, inborn gifts. No subliminal tricks.

Instead, the best persuaders--advertisers, salespeople, politicians, spin doctors--depend on the fact that everyone responds to messages in just two ways: thoughtfully or mindlessly. And they know how to manipulate these two persuasion routes to make even the most doubtful say ""yes.""

Jam-packed with fascinating case studies and surprising examples, this comprehensive, entertaining how-to guide puts the powerful tool of persuasion at anyone's disposal. It explains:

- * How the master persuaders--the Churchills, Lincolns, and Roosevelts--create powerful, memorable messages that convince people of their arguments' logic and rightness.
- * How successful persuaders exploit the psychological triggers that cause people to subconsciously move from ""no"" to ""yes."""

Artful Persuasion Details

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Author : Harry Mills

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From Reader Review Artful Persuasion for online ebook

Abdullah Al-Abri says

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Hossam Al-Zahrani says

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Majed A. says

Dr Ted Edwards DC says

The book starts with a questionnaire. The How High is Your Persuasion IQ? What I decided to do with this is turn each of the 60 entries into a healing intention statement. After which I do a Sacred Circle Empowerment which downloads and installs each statement for my highest good.

This is a highly technical piece that is well orchestrated both in terms of content and graphical presentation. If you just did 15% of the 5 of the ideas presented in this book you would likely double your Persuasive abilities.

Highly Recommended - Get it here: <http://tinyurl.com/bewwns>

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YazedEng Taha says

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Ramy_free_156hotmail.com says

goood

missk says

Really interesting book,I first read it as a E-Book and then I had to get it as a paper book,loved it

Kingsley says

This book should definitely be on the read list of anyone who is a professional communicator. It reaffirms my belief that sound communication is a major key to success even though some of communications techniques in the book seem deceptive.

Eman Gh says

Nehal Abdurhaman says

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Reem Alshaikh says

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NUHA ALAHMADI says

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bayan aljuhani says

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