### The Art of Persuasion: How to Influence People and Get What You Want



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#### Reviews

This book is definitely worth getting. It usually will not price too much. Its been printed in an extremely simple way in fact it is only right after i finished reading this publication where basically altered me, modify the way i think.

(Avery Daugherty)

# THE ART OF PERSUASION: HOW TO INFLUENCE PEOPLE AND GET WHAT YOU WANT



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Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, The Art of Persuasion: How to Influence People and Get What You Want, Juliet Erickson, You may think you know what you want in life, but having the idea, the goal, the means, the business plan or the enthusiasm will only get you halfway there. Whatever it is that you want to make happen - whether a new business, community project or innovative idea the one crucial factor by which it will stand or fall is how well you can communicate it to others. This invaluable book explains just why good communication is so critical and reveals the secrets of honing your skills to ensure your goal is realised. From planning your initiative tois realised. From planning your initiative to making an effective pitch when the stakes are high, international communication coach Juliet Erickson presents the best insights and techniques of persuasive communication that are essential to really make your great ideas happen.

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