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The Art of Persuasion: Winning Without Intimidation – 5 ...

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5.0 out of 5 stars The Art of Persuasion by Juliet Erickson Reviewed in the United Kingdom on 1 October 2004 I have been very impressed by the style and the manner in which the author presents her information. This is a very easy to read book and the content can and will be of great assistance to achieving my goals in the future.

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The art of persuasion is a guide to communication. It helps you to win principles such as influencing people negotiation and persuasion, through the simple act of communication. It teaches you how to turn your enemies into your friends through persuasion, not manipulation.

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Rhetoric deals with the art of persuasion. Why then, has the book changed its name from "Thank you for arguing" to "Winning Arguments" since its first publication? Why does the author find it necessary to point out, repeatedly and repetitively, the ways he's supposedly persuading you throughout the book?

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suaders often enter the persuasion process with judicious compromises already prepared. Four Essential Steps Effective persuasion involves four distinct and es-sential steps. First, effective persuaders establish credibility. Second, they frame their goals in a way harvard business review May-June 1998 87 the necessary art of persuasion

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