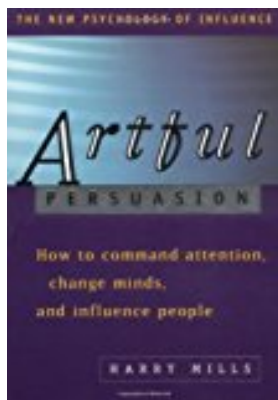


[PDF] Artful Persuasion: How To Command Attention, Change Minds, And Influence People

Harry Mills - pdf download free book



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Description:

Book Description

"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.""

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About the Author

Harry Mills (Lower Hutt, New Zealand) is the author of 22 books on sales, negotiation, and influence, including the bestselling *Negotiate: The Art of Winning*. He is also an active consultant whose international clients include IBM, PricewaterhouseCoopers, Toyota, Unilever, and Lexus.

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