



# Introducing Persuasion: A Practical Guide (Introducing...)

*Anthony McLean*

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**Introducing Persuasion: A Practical Guide (Introducing...)** Anthony McLean

Introducing Persuasion uses psychology, expert advice and practical techniques to teach you how to influence the people around you in an ethical way.

INCREASE YOUR PRESENCE by knowing when to talk and when to listen

DEVELOP A STRATEGY FOR SUCCESS by preparing, planning and crafting opportunities

SAVE TIME AND EFFORT by presenting the right content in the right context

MAKE CHANGE HAPPEN by understanding what drives your audience

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