



Verbal Judo: The Gentle Art of Persuasion

George Thompson PhD

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Improve communication, resolve conflicts, and avoid the most common conversational disasters through simple, easily remembered strategies that deflect and redirect negative behaviour.

Verbal Judo is the martial art of the mind and mouth that can show you how to be better prepared in every verbal encounter. Listen and speak more effectively, engage people through empathy (the most powerful word in the English language), avoid the most common conversational disasters, and use proven strategies that allow you to successfully communicate your point of view and take the upper hand in most disputes.



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