



# **The Anatomy of Persuasion: How to Persuade Others To Act on Your Ideas, Accept Your Proposals, Buy Your Products or Services, Hire You, Promote You, and More**

*Norbert AUBUCHON*

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Some people seem to be able to talk anybody into anything! Do they simply possess a natural talent that the rest of us can never hope to imitate?

This refreshing books says "No!" and provides readers with a unique, proven, step-by-step analytical thinking process that anyone can use to analyze, organize, and present information in a persuasive way.

The Anatomy of Persuasion literally dissects each step in the persuasion process. Readers will turn their great ideas into tangible realities as they learn how to:

- \* apply the two major principles of communication
- \* perceive the needs of others
- \* present the features and benefits of their idea
- \* understand the subconscious decisions people often make
- \* create a logical, error-free proposal (oral or written) that will win the day.

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