



## The Art of Persuasion: How to Achieve Your Goals Ethically (Paperback)

By Dr Andrea Scarsi Msc D

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Art of Persuasion reveals the basic techniques to ethically persuade others in a variety of situations, to make them change ideas about something or convince them that your opinion is the right one. Persuasion is an intrinsic quality of human communication, we apply it continuously and most of the time unconsciously or without worrying about its ethical use, the emotions we can unleash, and the inciting seeds that we plant in ours and others subconscious. Structured in such a way as to follow a linear development of information, while maintaining the independence of the various chapters, the book clarifies what you should never do when it comes to using persuasion and why just a few minutes of storytelling, is an important aspect to overcome resistance to change and penetrate the minds and hearts of your audience. We are all constantly within a bubble of persuasion at any time of our lives. Persuasion comes in the form of advertising, press announcement, television and radio commercials, political and religious propaganda, and any other kind of communication that asks us to believe in a...



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