## Hidden Persuasion: 33 Psychological Influence Techniques in Advertising





## **Book Review**

Undoubtedly, this is the best work by any author. It is really simplified but shocks within the 50 % in the publication. Its been written in an extremely straightforward way and is particularly just following i finished reading this publication by which basically altered me, modify the way in my opinion.

(Vivianne Dietrich)

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