

The Persuasion Handbook: Developments In Theory And Practice By James P. (Price) Dillard;Michael W. Pfau

By James P. (Price) Dillard;Michael W. Pfau

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persuasion 1 the act of persuading (or attempting to persuade); communication intended to induce belief or action [syn: suasion] 2 a personal belief or judgment

Resource Name & Link to Resource: Persuasion Handbook: Developments in Theory and Practice: Description: Interdisciplinary approach covering interpersonal and mass

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Michael W Pfau is the author of The Persuasion Handbook (4.00 avg rating, 1 rating, 0 reviews, published 2002) register; Michael W Pfau s Followers. None yet.

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