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Autore	Axelrod Alan <1952->
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Nota di contenuto	Get ready to win -- Profit from ancient wisdom -- Look for an argument -- Lay it all out -- Be reasonable -- Be ethical, be emotional -- Stay out of the palace of fallacy -- Welcome to the house of style -- Go beyond words -- Make your case and get your way -- Talk yourself into the job you want -- Move your boss -- Inspire your staff -- Motivate your colleagues -- Win your customers -- Satisfy your customers -- Convince your customers -- Deal with your vendors -- Close with your investors and lenders -- Commemorate and celebrate -- Epilogue - when rhetoric hits the speed of light.