

1. Record Nr.	UNINA9910457473103321
Autore	Miller Richard F. <1951->
Titolo	Fighting words [[electronic resource]] : persuasive strategies for war and politics // Richard F. Miller
Pubbl/distr/stampa	New York, : Savas Beatie, 2010
ISBN	1-61121-052-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (l, 332 p.)
Soggetti	Persuasion (Psychology) Leadership Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Miller argues that human persuasion is seamless and that the persuasive strategies by which men (and increasingly women) are recruited, trained, and exhorted for war can be applied to politics and business.