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Autore	Mills Harry <1950->
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Sommario/riassunto	There's really nothing mysterious about getting people to change their minds. No special, inborn gifts. No subliminal tricks. Instead, the best persuaders--advertisers, salespeople, politicians, spin doctors--depend on the fact that everyone responds to messages in just two ways: thoughtfully or mindlessly. And they know how to manipulate these two persuasion routes to make even the most doubtful say "yes." Jam-packed with fascinating case studies and surprising examples, this comprehensive, entertaining how-to guide puts the powerful tool of persuasion at anyone's disposal. It explains: How the master persuaders--the Churchills, Lincolns, and Roosevelts--create powerful, memorable messages that convince people of their arguments' logic and rightness. How successful persuaders exploit the psychological triggers that cause people to subconsciously move from "no" to "yes."