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Nota di bibliografia	Includes bibliographical references (p. 349-376) and indexes.
Nota di contenuto	Cover; Contents; Preface; 1 - What Is Persuasive Message Production?; 2 - The Traditional Approach to Message Analysis; 3 - Alternative Approaches to Message Analysis; 4 - The First Generation; 5 - The Second Generation; 6 - Discourse Perspectives on Persuasive Message Production; 7 - Cognitive Perspectives on Persuasive Message Production; 8 - Producing Persuasive Messages in Context; 9 - The Future of Theory and Research on Persuasive Message Production; References; Author Index; About the Author
Sommario/riassunto	This title provides a solid foundation for the theory and research surveys. The book focuses solely on how people produce rather than respond to, persuasive messages.