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Sommario/riassunto	This unique book provides readers with vital information on one of the most important survival-success skill of the twenty-first century - influencing. By bringing the most consistent and dependable academic studies to light, and translating their conclusions into specific, behavioural steps, it gives readers an effective practical guide to successful influencing. Fully revised to include the most up-to-date

material, topics covered in this second edition include: verbal and non-verbal influencing impression management networking influencing in a group

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