



Covert Persuasion: Psychological Tactics and Tricks to Win the Game

By Kevin Hogan

BRILLIANCE AUDIO, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. When we make decisions we like to think we weigh the options carefully, look at all the possibilities, and make the best choice based on a rational examination of the facts. But in truth, much of our decision making happens on a subconscious level based on feelings we might not even be aware of. Understanding and managing those subconscious feelings is the key to the art of persuasion. By observing and predicting human behavior, we can learn to react and direct behavior in others with the right kinds of words and body language. If you want to learn how to convince people to buy your product, contribute to your cause, or vote for your candidate, this audiobook has the answers. Covert Persuasion synthesizes the latest research in psychology, linguistics, sales tactics, and human communication to reveal the most effective methods for consistently and effectively persuading anyone of virtually anything. Covert Persuasion sounds like a secret operation because it is; when you master these techniques and put them to use, no one will even notice your tactics. But that doesn't mean these techniques are sneaky or underhanded. They...



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