



Persuasion Engineering

Richard Bandler, John LA Valle, John La Valle

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Explains how we use our communicating processes to generate behaviours which unconsciously stand out on their own and speak for themselves. Covering everything from the sales process through to the close, the text considers the human communication processes present in a wide range of situations. For the novice, how can you learn to use the communication opportunities that are right there in front of you all the time? Take the information in this book, use it and you will dramatically increase your income. It is simple, understandable and unrivaled in the field of business and sales.

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