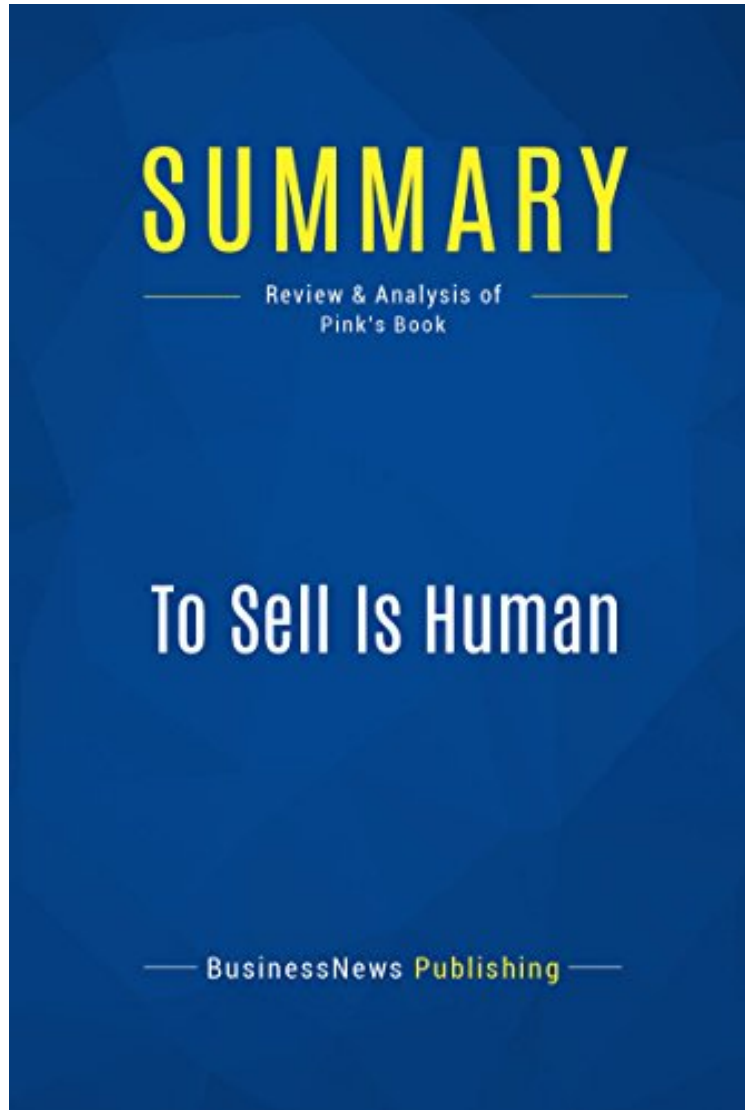


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author shows how you can improve your skills of persuasion to get others to adapt to your way of thinking using a set of tools and tips. This book includes different ways of offering your idea, listening to others and making your message clear to help you perfect your approach. Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your skills of persuasion

To learn more, read "To Sell is Human" and discover the science behind selling to develop one of the most useful skills available.