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PERSUASION THE ART OF INFLUENCING

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results, Brief history. Persuasion began with

the Greeks, who emphasized rhetoric and

elocution as the highest standard for a

successful politician. All trials were held in

front of the Assembly, and both the

prosecution and the defense rested, as they

often do today, on the persuasiveness of the

speaker., If there ever was a time for

businesspeople to learn the fine art of

persuasion, it is now. Gone are the

command-and-control days of executives

managing by decree., The modes of

persuasion, often referred to as ethical

strategies or rhetorical appeals, are devices

in rhetoric that classify the speaker's appeal

to the audience. They are: ethos, pathos,

and logos, and the less-used kairos.,

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judge into a given frame of mind. About the

orator's proper modes of persuasion

they have nothing to tell us; nothing, that is.,

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No leader can succeed without mastering the

art of persuasion. But there's hard

science in that skill, too, and a large body of

psychological research suggests there are

six basic laws of winning friends and

influencing people., Avant-propos. La

persuasion vise à faire, sans expliciter

toujours son but. On est confronté en

permanence au désir, si ce n'est la

nécessité, de convaincre et de

persuader., Fraud victims aid help - reporting

agencies for scams and methods of

providing support, justice and assistance.,

Persuasion est le dernier roman de l'auteur

anglais Jane Austen, publié

posthument en décembre 1817 mais

daté de 1818.En France, il a paru pour la

première fois en 1821 sous le titre : La

Famille Elliot, ou L'ancienne inclination [1].,

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