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Persuasion is the leadership, communication skills, self-help and leadership book which shares the proven techniques and method to pursue others. Robert H Gass and John S Seiter are the authors of this tremendous book. This is the fifth edition of the book which explores new techniques of influencing people around you.

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Student Video 2: '\\\\'Persuasion\\\\\\', created by Jake Teeny and Ben Oliveto, compares the central and peripheral routes to persuasion and also looks at how techniques of persuasion such as Scarcity and Social Proof influence our consumer choices. It was one of the winning entries in the 2015 Noba Student Video Award.

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According to Gass & Seiter, persuasion is best thought of as: A. a science B. an art C. a science and an art D. a social science

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Persuasion: Social Influence and Compliance Gaining ...

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