



The Little Book of Persuasion: Defend Yourself by Becoming a Skilled Persuader

Sia Mohajer

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Everyday we engage in psychological battle to persuade others or be persuaded by them. The history of persuasion dates back to the Ancient Greeks who valued rhetoric as an essential skill. Times have changed and rhetoric has lost its place as a fundamental skill of reasoning and logic. This leaves us open and unarmed against skilled persuaders. Persuasion is more than just tactics and methods of social compliance.

Understanding how we are persuaded opens the doorway to a deeper understanding of our automatic brain processes and biases. Expert persuaders tap into these processes and use them against us for their own benefit. This book is a journey into these techniques. You will emerge from it smarter, more persuasive and better equipped to defend yourself.

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