

## Perfect Persuasion

*Richard Storey*

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# Perfect

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# PERSUASION



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**Richard Storey : Perfect Persuasion** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Perfect Persuasion:

Perfect Persuasion is essential reading for anyone who wants to improve their powers of influence. Written by Richard Storey, an expert with years of experience in the field, it explains how to identify other people's motivations, gives practical advice about dealing with resistance calmly and effectively, and takes you through every skill you need to

win people over to your point of view. Whether you need to influence colleagues at work or would like to make some changes in your personal life, Perfect Persuasion has everything you need to make sure you get your point across effectively. The Perfect series is a range of practical guides that give clear and straightforward advice on everything from getting your first job to choosing your baby's name. Written by experienced authors offering tried-and-tested tips each book contains all you need to get it right first time.