



# The Art of Persuasion: Winning Without Intimidation

By Bob Burg

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**The Art of Persuasion: Winning Without Intimidation** By Bob Burg

**What if you could get *what* you want... *when* you want it...and from *whomever* has it?**

*The Art of Persuasion* teaches you how to get what you want when you want it. You would love to have that ability, right?

After studying some of the most successful men and women in modern history, author Bob Burg noticed how many common characteristics these people have - and shares them all with you.

One trait that stands above all the rest is their ability to win people over to their way of thinking - they were all persuasive. Each of these life winners had a burning desire, coupled with great creativity, and a total, unshakable belief in their mission or cause.

Winning principles you will learn include:

- Making People Feel Important
- Everything is Negotiable
- Dealing with Difficult People
- Persuasion in Action
- What Sets You Apart from the Rest
- Nuggets of Wisdom

Presented in everyday, clear, and often humorous language, *The Art of Persuasion* leaves an impression on you that will last a lifetime - filled with one success after another!

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## **The Art of Persuasion: Winning Without Intimidation By Bob Burg Bibliography**

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## **Editorial Review**

### Review

Bob Burg has done it! This new book is dynamic, delightful, and abundantly full of every tip you will ever need to MASTER the art of positive persuasion. Be wise. Buy a carton! Give them to your own sales team and all your clients, too. --- **Dottie Walters**, author of *Speak & Grow Rich*

### About the Author

Bob Burg shares information on topics vital to the success of today's businessperson. He speaks for corporations and associations internationally, including Fortune 500 companies, franchises, and numerous direct sales organizations. Sharing the principles contained in his bestselling books, Bob has shared the platform with notables including today's top thought leaders, broadcast personalities, Olympic athletes and political leaders including a former United States President. He is an advocate, supporter, and defender of the free enterprise system and empowers individuals and organizations to thrive and grow by putting its principles to work.

## **Users Review**

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