

Convencer

Persuasion



Author: [Juana Erice](#) [1]

Publisher: [ESIC Editorial](#) [2]

Year of Publication: 2010

Pages: 153

ISBN: 978-84-7356-660-5

Genre: Social Science and religion

AUTUMN

2010

Season: AUTUMN 2010

Human beings are motivated by emotions and feelings, so it is important to know how to manage them adequately. There are two fundamental ingredients: passion and a believable communicator. Frankness is difficult, but it is synonymous with ensured success.

This book is born of experience consolidated over time, and it has been written for all those who want to learn how to really communicate. In short, it is addressed to those people who wish to select teams, opinions and organisations based on solid and consistent values. Its pages will reveal the secrets of the great communicators of the business world, allowing the reader to discover where their success lies and to identify the keys to persuasion.

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Address: Avda. De Valdenigrales, s/n

Contact: Vicente Rubira

Phone: +34 91452 41 00

E-mail: vicente.rubira@esic.es [3]

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