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the necessary art of persuasion Jay A Conger is a professor of organizational behavior at the University of Southern California's Marshall School of Business in Los Angeles, where he directs the Leadership Institute He is the author of Winning 'Em Over: A New Model for Managing in the Age of Persuasion (Simon & Schuster, 1998)

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About the Author Kevin Hogan is the author of 11 books, including the international best seller The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking, as well as Irresistible Attraction: Secrets of Personal Magnetism He has acted as a body language expert to Cosmopolitan, Selling Power, Woman's World, First for Women, In ...

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