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Persuasion is the leadership, communication skills, self-help and leadership book which shares the proven techniques and method to pursue others. Robert H Gass and John S Seiter are the authors of this tremendous book. This is the fifth edition of the book which explores new techniques of influencing people around you.

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According to Gass & Seiter, persuasion is best thought of as: A. a science B. an art C. a science and an art D. a social science

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