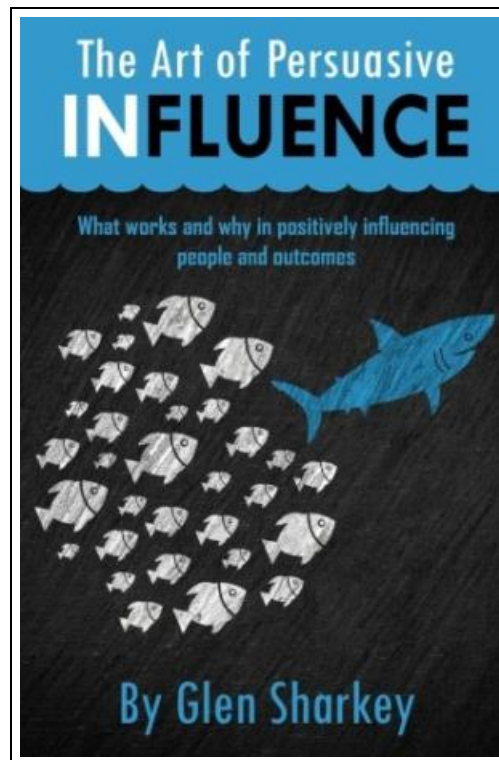


## The Art of Persuasive Influence: What works and why in positively influencing people and outcomes



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