



The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions

Russell H. Granger

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Introducing 7 scientifically proven ways to masterfully apply the skill of persuasion and get the results you want. Most people respond to emotional cues rather than rational ones. With the new technology of real-time brain imaging, scientists have been able to pinpoint seven of these emotional triggers. You'll learn how to motivate a Yes response from clients, coworkers, employees, and entire organizations.

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