



# **Summary : The 5 Paths To Persuasion - Robert Miller and Gary Williams: The Art of Selling Your Message**

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**Complete summary of Robert Miller and Gary Williams' book: "The 5 Paths to Persuasion: The Art of Selling Your Message".**

This summary of the ideas from Robert Miller and Gary Williams' book "The 5 Paths to Persuasion" shows that there are five types of decision makers: followers, charismatics, skeptics, thinkers and controllers. In their book, the authors explain how knowing this can help revolutionize your business life: knowing how other people make decisions means you can anticipate their concerns and needs, and know how best to persuade them. This summary demonstrates how to easily differentiate between the different types and explains how you can influence each of them.

**Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The 5 Paths to Persuasion" and find out how you can gain the ability to influence the decisions of other.**



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