



# Getting Your Way Every Day: Mastering the Lost Art of Pure Persuasion

*Alan Axelrod*



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Aristotle rarely lost an argument. Neither did Plator or Socrates. These famous thinkers relied on the art of classical rhetoric - pure persuasion at its best - to argue, persuade, and win, every time. "Getting Your Way Every Day" updates this powerful discipline, showing modern readers how to use them in any business or social situation. Revealing practical techniques for building productive and profitable rapport, and transforming arguments from shouting matches into constructive discussions, the book is an enlightening and accessible guide for anyone who wants to get what they want, more often.



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