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Author: James Borg publisher: Pearson Education Limited number Of Pages: 320 ISBN-10: 1292004495 Persuasion: The Art of Influencing People - It pays to be persuasive.

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James Borg is a practicing work psychologist and business consultant in the areas of interpersonal skills and management. His career spans advertising, sales

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James Borg is a practicing work psychologist and business consultant in the areas of interpersonal skills and management. His career spans advertising, sales

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