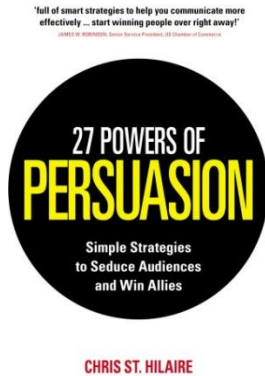


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27 POWERS OF PERSUASION: SIMPLE STRATEGIES TO SEDUCE AUDIENCES AND WIN ALLIES



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