

Subliminal Persuasion: Influence & Marketing Secrets They Don't Want You To Know

Dave Lakhani



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Subliminal Persuasion: Influence & Marketing Secrets They Don't Want You To Know Dave Lakhani If you're an entrepreneur, salesperson, advertiser, or business owner, understanding the art of subliminal persuasion will give your bottom line a big boost. In *Subliminal Persuasion*, master marketer Dave Lakhani reveals in step-by-step detail the exact techniques that really work in persuading and influencing others. It's not about lying or tricking anyone. It's about know what will appeal to people and how communicate that appeal effectively, profitably, and ethically. This is marketing that really convinces.

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