



Persuasion in Practice

Kathleen Kelley Reardon

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What is persuasion? How is it maintained? How is it practised and applied? Offering a unique blend of theory, research and application, this volume deftly answers these questions and helps debunk many of the myths surrounding this topic. The constructs, schemata, rules, illusions, attitudes and values of persuasion are explored and various contemporary theories are presented. In addition, the author examines persuasion as it is practised in a number of different settings, including politics, organizations and the mass media.

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