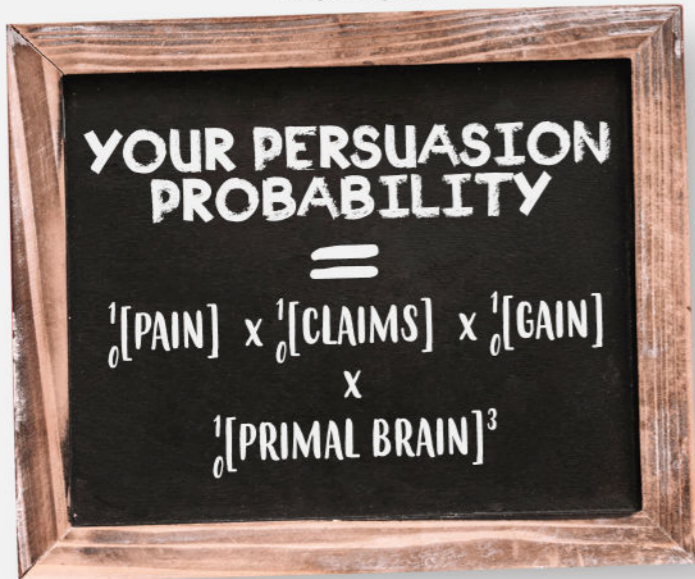


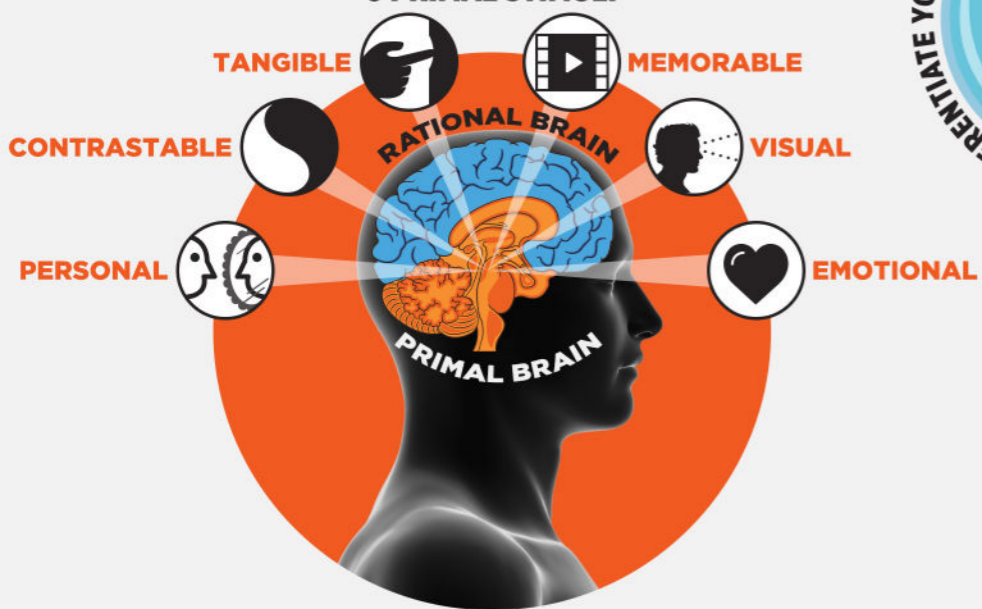
THE THEORY OF PERSUASION

1 FORMULA



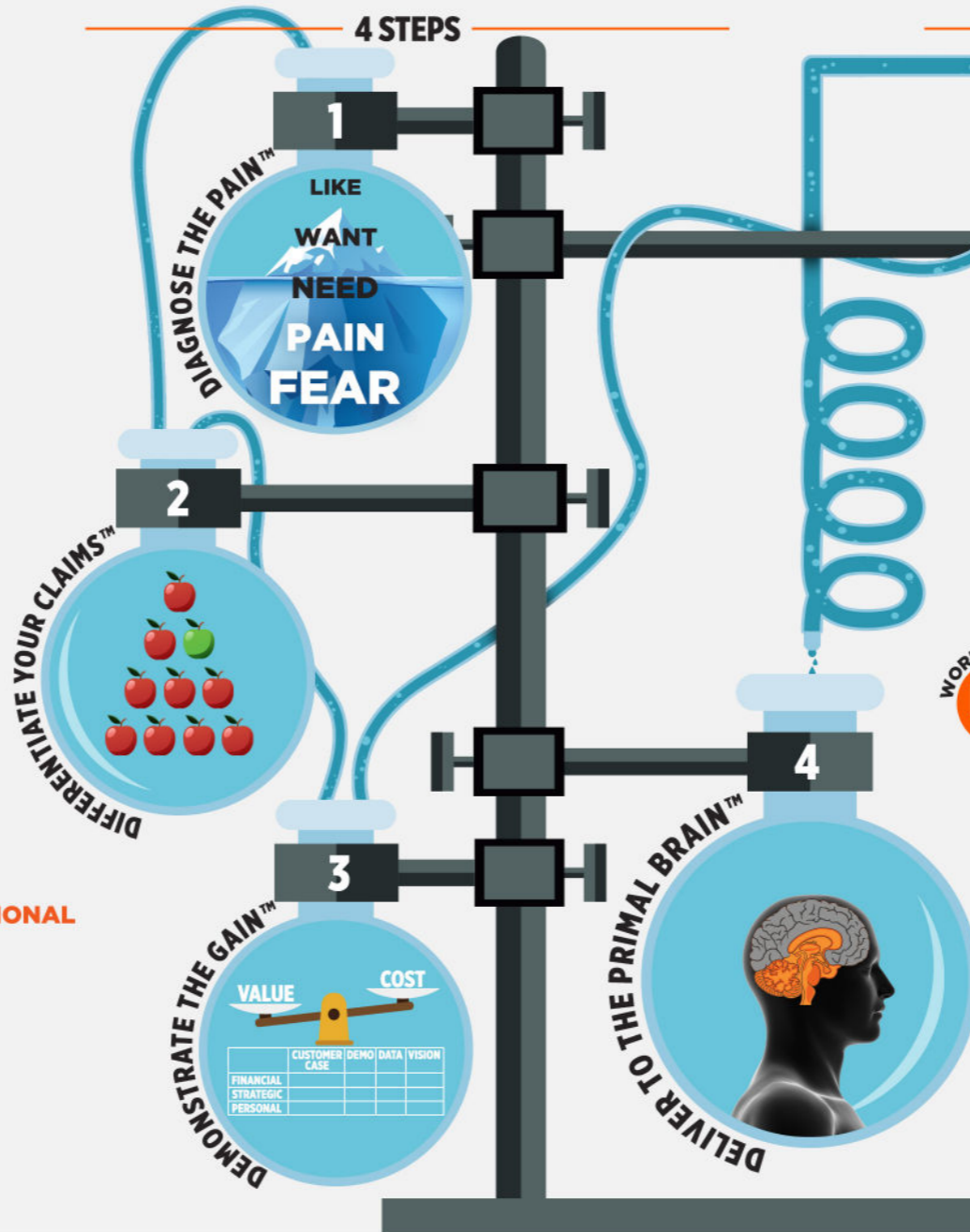
THE SCIENCE OF PERSUASION

6 PRIMAL STIMULI



THE PROCESS OF PERSUASION

4 STEPS



THE CHEMISTRY OF PERSUASION

6 PERSUASION ELEMENTS



7 PERSUASION CATALYSTS