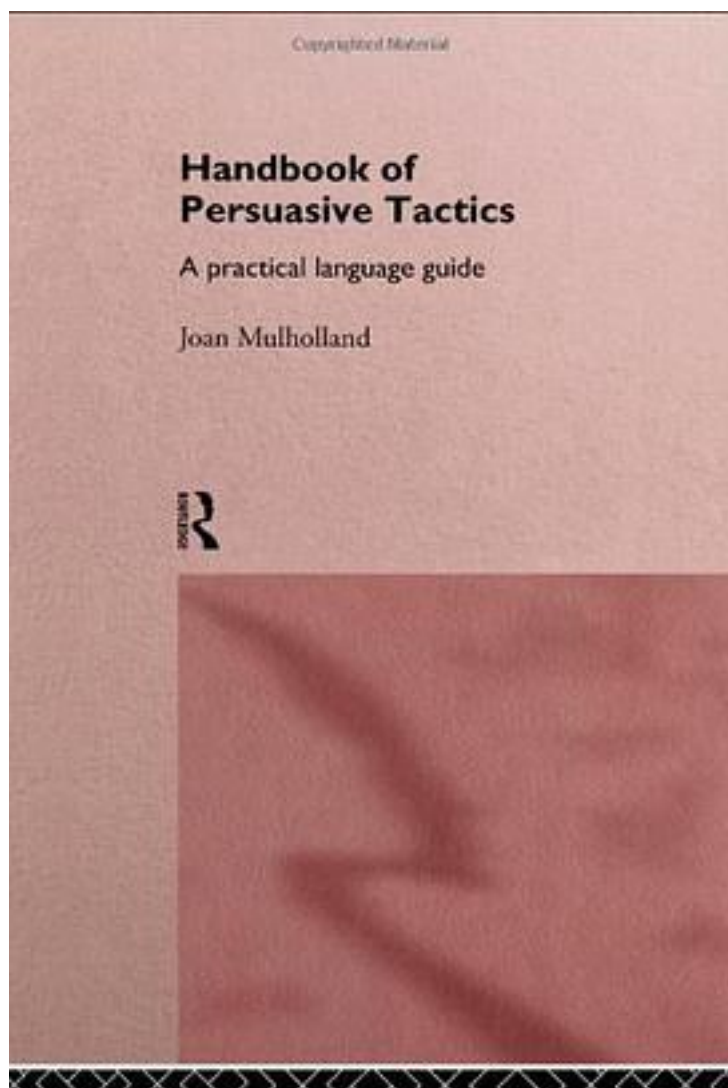


A Handbook of Persuasive Tactics



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Most people have to communicate with colleagues every day and persuade them to understand their opinions or to accept their views. This handbook is intended for anyone who is interested in such goal-oriented language. It extracts 300 persuasive tactics from research findings in communication, linguistics, pragmatics and related fields, and presents them in a clear, concise and consistent manner. Such tactics as analogy, argument presentation, humour and metaphor are included. Each tactic is presented on a separate page with an analysis of its persuasive value. Two indexes - one by persuasive need and the other by tactic - allow readers full flexibility to use the handbook in their own way. This work should be of interest in courses which deal with the management of interaction, pragmatics, discourse analysis and communications.

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