

the art of persuasion pdf

the necessary art of persuasion Jay A. Conger is a professor of organizational behavior at the University of Southern California's Marshall School of Business in Los Angeles, where he directs the Leadership Institute. He is the author of *Winning Over: A New Model for Managing in the Age of Persuasion* (Simon & Schuster, 1998).

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Notes on the Three Methods of Persuasion 1. Logos (which comes from the Greek word *lógos*) means: ____ 2. Thus, Logos is an appeal to one's: ____ 3. Logos corresponds with the topic of writing in that it is concerned with: ____ 4.

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