

## Persuasion IQ : the 10 skills you need to get exactly what you want

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### Abstrak

Everything we want in life comes as a direct result of persuasion. Regardless of our job titles, careers, dreams, or goals, our ability to influence others is the key to success. Whether we're selling a product, presenting an idea, asking for a raise, or influencing someone to be a better person, persuasion is the magic ingredient.