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There are reviews of my books here. *The Persuaders: The Hidden Industry That Wants To Change Your Mind*. Here's the blurb: Every day, many people will try to change your mind, but they won't reason with you. Instead, you'll be nudged, anchored and incentivized. It's a profound shift in the way we interact with one another....

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The Hidden Persuaders by Vance Packard

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