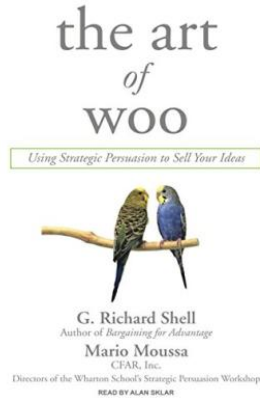


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# THE ART OF WOO: USING STRATEGIC PERSUASION TO SELL YOUR IDEAS



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- Authored by G. Richard Shell, Mario Moussa
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