



Persuading People to Buy: Insights on Marketing Psychology That Pay Off for Your Company, Professional Practice or Nonprofit Organization

Marcia Yudkin

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Attract interest, then nail the sale.

With attention spans mercilessly short, you can't afford to approach customers with anything but the very strongest, most on-target pitch. Learn how to capture the interest of perfect prospects for your product, service or cause, then convince them to complete an order.

This pithy, provocative book from a master of creative marketing offers both timeless principles of persuasion and insights from recent research and marketing trends. Real-life examples illustrate Marcia Yudkin's advice on strategies that work and those that may backfire.

Marcia Yudkin is the author of *6 Steps to Free Publicity*, now in its third edition, and 14 other books.

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