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The result was the first edition of Persuasion: Reception and Responsibility. With the help of my friend and colleague Dick Johannesen and my editor, Becky Hayden, we discovered that there was a huge need among teachers of persuasion for a book aimed at the consumption of persuasion, and who felt the same as I did about when, how often, and with what consequences our students faced the confusing world of persuasion.

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The new edition offers an expanded emphasis on ethics as well as increased coverage of the impact of fast-growing social network media. Packed with vivid illustrations and real-world examples, PERSUASION: RECEPTION AND RESPONSIBILITY, 13e demonstrates persuasion in action and encourages readers to apply what they learn to everyday life.

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