

## The Art of Talking So That People Will Listen: Getting Through to Family, Friends & Business Associates

*By Paul W. Swets*

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### **Editorial Review**

From the Back Cover

Talking comes naturally...but getting people to listen is an art. This brand-new guide provides you with practical, proven strategies for mastering the art of effective, persuasive communication the--skill most essential to your enjoyment of other people and the achievement of personal success.

About the Author

Paul Swets mentors business owners and has served as a teacher, seminar leader, and pastoral counselor. His doctoral degree from the University of Michigan is in the field of rhetoric, the study of effective communication. Paul lives in Memphis with his wife, Janiece. They have two married children, four grandchildren, and have enjoyed more than forty years of marriage together.

### **Users Review**

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