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And Practice By James P. (Price) Dillard;Michael W.
Pfau**

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persuasion 1 the act of persuading (or attempting to persuade); communication intended to induce belief or action [syn: suasion] 2 a personal belief or judgment

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Michael W. Pfau specializes in persuasion and the mass media. Pfau has published Developments in Theory and Practice. James Price Dillard & Michael Pfau.

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