



## The Reagan Persuasion: Charm, Inspire, and Deliver a Winning Message

By James C Humes

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, The Reagan Persuasion: Charm, Inspire, and Deliver a Winning Message, James C Humes, With his great personal warmth, charm, and wit, Ronald Reagan rallied every kind of American around his vision. Always an effective leader, Reagan never solely relied on words. He communicated through his gestures, posture, and even through his dress. Now, former Reagan speechwriter James Humes reveals the secrets to the Great Communicator's inspiring ability to influence others and shows how business leaders can replicate Reagan's wit and wisdom and win over even the most skeptical audience. The Reagan Persuasion is an essential tool for leaders looking to persuade, negotiate, mentor, and motivate within their organization.



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