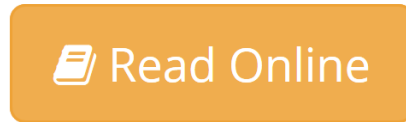


Summary: Persuasion: Review and Analysis of Lakhani's Book

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- Understand key concepts
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