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this dissertation consists of a philological and philosophical exploration of the guiguzi 子 子 it establishes the sinological background of the text through a detailed contextual study and locates master guigu in the chinese intellectual tradition guiguzi is the legendary transmitter of the sunzi bingfa art of war tradition said to have bestowed his text upon sun bin the research reveals that the book of master guigu conceives a comprehensive art of persuasion by promoting an unassuaging efficacy within an early daoist cosmological framework hardcover reprint from a new scan of the 2000 edition

of the 17 million people in the u s who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges no prior sales education or training lack of formalized sales training resources and methodologies provided by their companies due to the recession and downsizing era lack of 12 18 month professional sales training for new hires provided by fortune 500 companies a consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services mastering the world of selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world acclivus achievegloabl action selling tony

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of all the writings on theory and aesthetics ancient medieval or modern the most important is indisputably aristotle s poetics the first philosophical treatise to propound a theory of literature in the poetics aristotle writes that he will speak of comedy but there is no further mention of comedy aristotle writes also that he will address catharsis and an analysis of what is funny but he does not actually address any of those ideas the surviving poetics is incomplete until today here walter watson offers a new interpretation of the lost second book of aristotle s poetics based on richard janko s philological reconstruction of the epitome a summary first recovered in 1839 and hotly contested thereafter watson mounts a compelling philosophical argument that places the statements of this summary of the aristotelian text in their true context watson renders lucid and complete explanations of aristotle s ideas about catharsis comedy and a summary account of the different types of poetry ideas that influenced not only cicero s theory of the ridiculous but also freud s theory of jokes humor and the comic finally more than two millennia after it was first written and after five hundred years of scrutiny aristotle s poetics is more complete than ever before here at last aristotle s lost second book is found again

new mypsychlab edition available october 2007 text comes automatically with mypsychlab for no additional charge includes end of chapter study tips directing students to mypsychlab for further study no changes to pagination from ciccarelli meyer psychology 1e the most learner centered and assessment driven text available using the apa undergraduate psychology learning outcomes the authors establish clear learning objectives for students and tie the text assessment to these objectives praised for a very engaging writing style comprehensive coverage of key research and strong pedagogical features ciccarelli focuses on getting students to actually read their textbook student feedback from numerous class tests and instructor feedback from an extensive reviewing process emphasize the appeal of ciccarelli s approach to teaching and learning in today s classroom

this series covers topics in interpersonal small group organizational and mass communication each chapter offers an overview a list of key terms and learning objectives while activities reinforce and expand learning through self evaluation

tatiana belgorodski untersucht erstmals das erzhlen von geschichten das storytelling mit blick auf die interne unternehmenskommunikation sie zeigt auf wie geschichten wirken und von welchen

einflussfaktoren ihr nutzen für die interne change kommunikation abhängt vor dem hintergrund kognitions und sozialpsychologischer erkenntnisse werden risiken und chancen von storytelling diskutiert interviews mit unternehmensvertretern gewähren einen einblick in die praxis des geschichtenerzählens in einem globalen pharmaunternehmen die autorin liefert eine umfassende darstellung und bewertung unterschiedlicher storytelling beispiele und entwickelt ein modell zum einsatz und nutzen des storytellings für kommunikationsmanagerinnen und manager sowie führungskräfte

they call you a fake because you re the best being called a fake is the last rite of passage on the internet in the relentless pursuit of excellence you only know you ve arrived when you have haterz your most valuable marketers so good they call you a fake is how you get there this book teaches step by step with no steps skipped how to get the visibility you ve already earned become an energy monster who thrives on all kinds of attention and then monetize that attention to the max

the dynamics of persuasion provides a comprehensive and up to date introduction to persuasive communication and attitude change offering a thorough discussion of classic and contemporary theories of persuasion this text explores the structure and functions of attitudes consistency between attitude and behavior and issues in attitude measurement

by providing parallel accounts of the contrasting developments of classical chinese and western traditions anticipating china offers a means of avoiding the implicit cultural biases which so often distort western understanding of chinese intellectual culture the book shows that failure to assess the significant cultural differences between china and the west has seriously affected our understanding of both classical and contemporary china and makes the translation of attitudes concepts and issues extremely problematic

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