



Persuasion: Theory and Research (Current Communication: An Advanced Text)

By Daniel J. O'Keefe

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Bibliography

- Sales Rank: #310470 in Books
- Published on: 2002-01-24
- Original language: English
- Number of items: 1
- Dimensions: .81" h x 5.68" w x 8.98" l, 1.15 pounds
- Binding: Paperback
- 384 pages



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