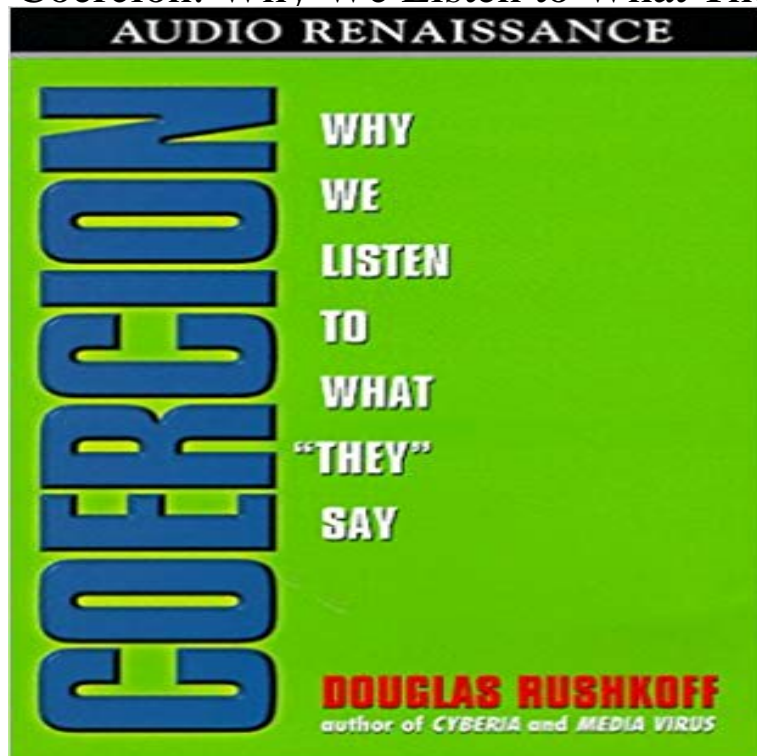


Coercion: Why We Listen to What They Say



Details the many coercive sales tactics used by companies and how we empower ourselves to counteract them. This message is a wake-up call for anyone who has the uncomfortable feeling that our actions are being shaped by forces beyond our control. The good news is that both the coercers and the coerced are unhappy. A tool to help you to stop, to think, to disengage and to arrest the self-defeating cycle in which we are all trapped.

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