

2023 Manila International Book Fair presents The Only Authentic Book of Persuasion (7th Edition) by Richard E. Vatz Ph.D

Hone an Exemplary Persuasive Prowess with Dr. Richard E. Vatz in the 2023 Manila International Book Fair



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**THE ONLY AUTHENTIC BOOK OF PERSUASION:
*The Agenda-Spin Method 7th Edition***

THE COUNTRY IS BEING TAKEN OVER BY A FOREIGN POWER. WE MUST TAKE ACTION NOW TO PROTECT OUR FREEDOM AND THE INTERESTS OF OUR PEOPLE.

THE COUNTRY WILL BE TAKEN OVER BY A FOREIGN POWER. WE MUST TAKE ACTION NOW TO PROTECT OUR FREEDOM AND THE INTERESTS OF OUR PEOPLE.

The Only Authentic Book of Persuasion is a fascinating read. Richard Vatz's Agenda-spin method has changed the way I understand and respond to attempts at persuasion. Packed with eye-opening examples of how skilled persuaders get their intended results. An important work in the most brilliant communication exercises I've ever come across, clearly never so clear as the President's State of the Union address. He presents it all with such clarity and with that I hope Senator Harrison M. Smith, best-selling New York Times Author, GreatMinds school of professional speaking.

The only persuasion book that tells you step-by-step how to persuade.

MANILA INTERNATIONAL BOOK FAIR

Manila, Luzon Sep 13, 2023 (Issuewire.com) - Authors Press is once again honored to present the evocative work of Dr. Richard E. Vatz in the 2023 Manila International Book Fair this September 14-17

at the SMX Convention Center.

"During the day, meals with friends involve chosen audiences and messages and spins initiated and accepted along with messages and spins rejected. This is the same model for all persuasion from family to international political principals." — Richard E. Vatz, Ph.D.

Dr. Richard E. Vatz eagerly shares his interest in persuasion in the 7th edition of *The Only Authentic Book of Persuasion: The Agenda-Spin Method*. Dr. Vatz has detailed his myriad of experiences and events throughout his life which sparked his curiosity in persuasion. In this book, he examines the power of persuasion as something held within the persuader's power to create agendas and spins rather than pre-existing agendas and spins that dominate the persuader(s).

Along the way, as Dr. Vatz explains and cites different frameworks of persuasion, he also adds his ideas and notions about the topic to supplement the readers' LEARNING and to guide them as they develop and master their persuasion prowess as well as their ability to be critical audiences who are not easily persuadable.

Dr. Richard E. Vatz has been a tenured full professor of Rhetoric and Communication at Towson University for the past 50 years. His commitment to education has driven and earned him multiple awards including the 2002 Teacher of the Year Award, the 2004 Towson University's President's Award, and the 2009-2010 Towson Student Government Association Faculty Member of the Year Award.

Discover more about Dr. Richard E. Vatz's perception on how to master your persuasive skills. Purchase a copy of *The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition* on [Amazon](#), [Barnes & Nobles](#), and other booksellers.

[The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition](#)

by Richard E. Vatz, Ph.D.

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