

2023 AASL National Conference presents The Only Authentic Book of Persuasion (7th Edition) by Dr. Richard E. Vatz

Author Richard Vatz to Participate in the 2023 AASL National Conference at Tampa Convention Center



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

THE COUNTRY WILL NEVER BE
IN SUCH A DANGEROUS SLOPE, LEAVE ME
BECAUSE THE SOUTHERN STATES, COME IN
OUT OF CONTROL, AND FOREIGN POLICY WILL
BE ABANDONED.

THE COUNTRY IS BEING TAKEN
BEHIND US, AND WE ARE IN A
DANGEROUS SLOPE, LEAVE ME
BECAUSE THE SOUTHERN STATES, COME IN
OUT OF CONTROL, AND FOREIGN POLICY WILL
BE ABANDONED.

The Only Authentic Book of Persuasion is a fascinating read. Richard Vatz's Agenda-spin model has changed the way I understand and respond to attempts at persuasion. Picked with eye-opening examples of how skilled persuaders get us to pay attention and sign importance to certain issues, we also learn how others are kept out of our consideration, and potentially demonstrates how human beings create meaning in discourse, from our everyday conversations to the reading and re-reading for the sheer pleasure of it.
Susan Harrison Mearns, bestselling New York Times Author, Core/Media school of professional speaking.

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

Tampa, Florida Oct 17, 2023 (Issuewire.com) - Renowned author Richard Vatz is set to participate in one of the biggest librarians book fair events, the 2023 AASL National Conference, held at the Tampa Convention Center in Tampa, Florida from October 19 - 21, 2023. Vatz's book, *The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition*, will be exhibited under Authors Press, and

will be available for purchase at booth 414.

The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition delves into the art of persuasion, exploring the Agenda-Spin theory. Vatz argues that persuasion plays a crucial role in our daily lives, influencing our choices, pleasures, and political matters. The book offers a unique perspective on persuasion, emphasizing the power of the persuader to shape the narrative and meaning for their chosen audience. Unlike other works on the topic, Vatz asserts that contrary to almost all extant persuasion texts, in the Authentic text persuasion is analyzed as rarely determined by external factors, but its success lies almost exclusively within the control and influence of persuaders.

With its seventh edition, The Only Authentic Book of Persuasion: The Agenda-Spin Method continues to captivate readers with its insightful analysis and practical applications. The book has garnered widespread acclaim for its thought-provoking content and Vatz's expertise in the field of persuasion.

The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition is available for purchase at [Authors Press](#), Creative Books, Sweet A's Book Cafe, [Amazon](#), [Barnes and Noble](#), and other online book resellers. The paperback edition is priced at \$15.99, while the Kindle edition is available for \$2.99.

You can find the author's astonishing curriculum vitae through this link <https://wp.towson.edu/vatz/>

About the Author:

Richard Vatz is a distinguished author and professor of rhetoric and communication at Towson University in Maryland. With a career spanning over four decades, Vatz has made significant contributions to the field of persuasion and communication. He is widely recognized for his expertise in political communication and has published numerous articles and books on the subject. Vatz's work has been featured in prestigious academic journals and has received accolades from scholars and readers alike.

About Authors Press:

Authors Press is an independent publishing company dedicated to promoting and supporting talented authors from around the world. With a focus on quality and innovation, Authors Press strives to bring exceptional literary works to readers across various genres. Through their extensive network and distribution channels, Authors Press ensures that authors receive the recognition and exposure they deserve.

"The Only Authentic Book of Persuasion: The Agenda-Spin Method 7th Edition" is available for purchase at:

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