



## Buying Trances: A New Psychology of Sales and Marketing

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By Joe Vitale

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Buying Trances: A New Psychology of Sales and Marketing, Joe Vitale, Praise for Buying Trances "The genius of Joe Vitale has never shone brighter. This thoroughly documented and easy-to-read book is the first of its kind. Vitale gives you the keys to their minds. All you have to do is turn the keys. They said 'yes' to you long before you said a word and they were begging to buy from you shortly after you uttered your first sentence. Buying Trances is an exciting ride to the edge of the mind. His finest work to date." -Kevin Hogan, author, The Psychology of Persuasion and Covert Hypnosis "This book maps marketing's final frontier-the customer's mind-and exposes the buying trance. Frankly, this may be the smartest marketing book ever written." -Dave Lakhani, coauthor, Persuasion: The Art of Getting What You Want "As with all of Vitale's books, there are magical secrets chucked out like a mad Vegas poker dealer on every page. Not only will you learn to put people into buying trances with this book, the act of reading it will put you in a trance and force you to...



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