



The Secret of the Ages (Dover Empower Your Life)

Robert Collier

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The Secret of the Ages (Dover Empower Your Life) Robert Collier

A milestone in the self-help movement, this book reveals the secrets to making your products and services irresistible. Collier explains how to appeal to the basic elements of human nature — including love, pride, duty, and self-indulgence — to reach and motivate any audience. Essential reading for sales, advertising, and copywriting professionals.

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