



# The Complete Idiot's Guide to Power Words

*Scott Snair Ph.D.*

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## **At a loss for words**

The gift of understanding power words and phrases will allow readers to set themselves apart, be more assertive, and impress and inspire others. *The Complete Idiot's Guide(r) to Power Words* also discusses how to develop and encourage clear-headed attention between parties, proactive listening techniques, genuine interest, and open-mindedness. Engaging in the craft of utilizing power words and phrases makes readers more important-and more influential.

\*Word power books continue to be popular

\*Provides practical, step-by-step advice for learning the words and phrases that will make all the difference when arguing a point

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