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It continues with "What's The Art of Woo? It's about winning others over the ability to persuade people without coercion, using relationship-based, emotionally intelligent influence. It's the secret of success with colleagues, clients, and customers that opens minds and hearts...

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*The Art of Woo: Using Strategic Persuasion to Sell Your ...*

In their new book, *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas*, Wharton legal studies and business ethics professor G. Richard Shell and management consultant Mario Moussa provide a systematic approach to idea selling that addresses the problem Iacocca identified.

*'The Art of Woo': Selling Your Ideas to the Entire ...*

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In The Art of Woo, they present their systematic, four-step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their “Woo IQ,” they show how relationship-based persuasion works to open hearts and minds.

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*The Art of Woo - Wharton School Press*

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G. Richard Shell and Mario Moussa. Rated 5.00 stars. See Customer Reviews.

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*The Art of Woo: Using Strategic Persuasion to Sell Your ...*  
Directed by Helen Lee. With Sook-Yin Lee, Adam Beach, Joel Keller, Alberta Watson. The Art of Woo is a romantic comedy about Alessa Woo, an ambitious art dealer who meets her match in gifted painter, Ben Crowchild.

*The Art of Woo (2001) - IMDb*  
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The Art of Woo: Using Strategic Persuasion to Sell Your Ideas User Review - Not Available - Book Verdict Shell and Moussa (codirectors, Strategic Persuasion Workshop, Wharton Sch., Univ. of...

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*The Art of Woo by G. Richard Shell, Mario Moussa ...*

The must-read summary of G. Richard Shell and Mario Moussa's book: "The Art of Woo: Using Strategic Persuasion to Sell Your Ideas". This complete summary of the ideas from G. Richard Shell and Mario Moussa's book "The Art of Woo" shows that selling ideas involves a different strategy to selling objects: you must use "relationship-based persuasion" which isn't based on coercion or hard-selling, but agreement.

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