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BUSINESS



The Money Answers Show
Monday at 12 Noon Pacific
December 9th 2013: How To Turn Adversaries into Allies

Our guest today is Bob Burg, author of *Adversaries into Allies: Win People Over Without Manipulation or Coercion*. Every day you are faced with the task of convincing someone to do what you want them to do. If you see the other person as an adversary, you feel like you must resort to coercion or manipulation to overcome their resistance. In this interview, Bob Burg explains an entirely new way to approach this problem to win people over. He will give you his powerful strategies for mastering the art of influence so both parties come out feeling like winners.



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Featured Guest



Bob Burg

Bob Burg is a sought-after speaker at company leadership and sales conferences sharing the platform with everyone from today's business leaders and broadcast personalities to even a former U.S. President.

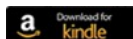
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