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Business Communication Today - Pearson Education

Excellence in Business Communication, 12e (Thill/Bovee) Chapter 10 Writing Persuasive Messages 1) In general, the best persuasive messages ____ the audience's motivations. A) avoid mentioning B) downplay C) openly address D) dismiss E) eliminate Answer: C Explanation: C) The best persuasive messages pay close attention to their audience's

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