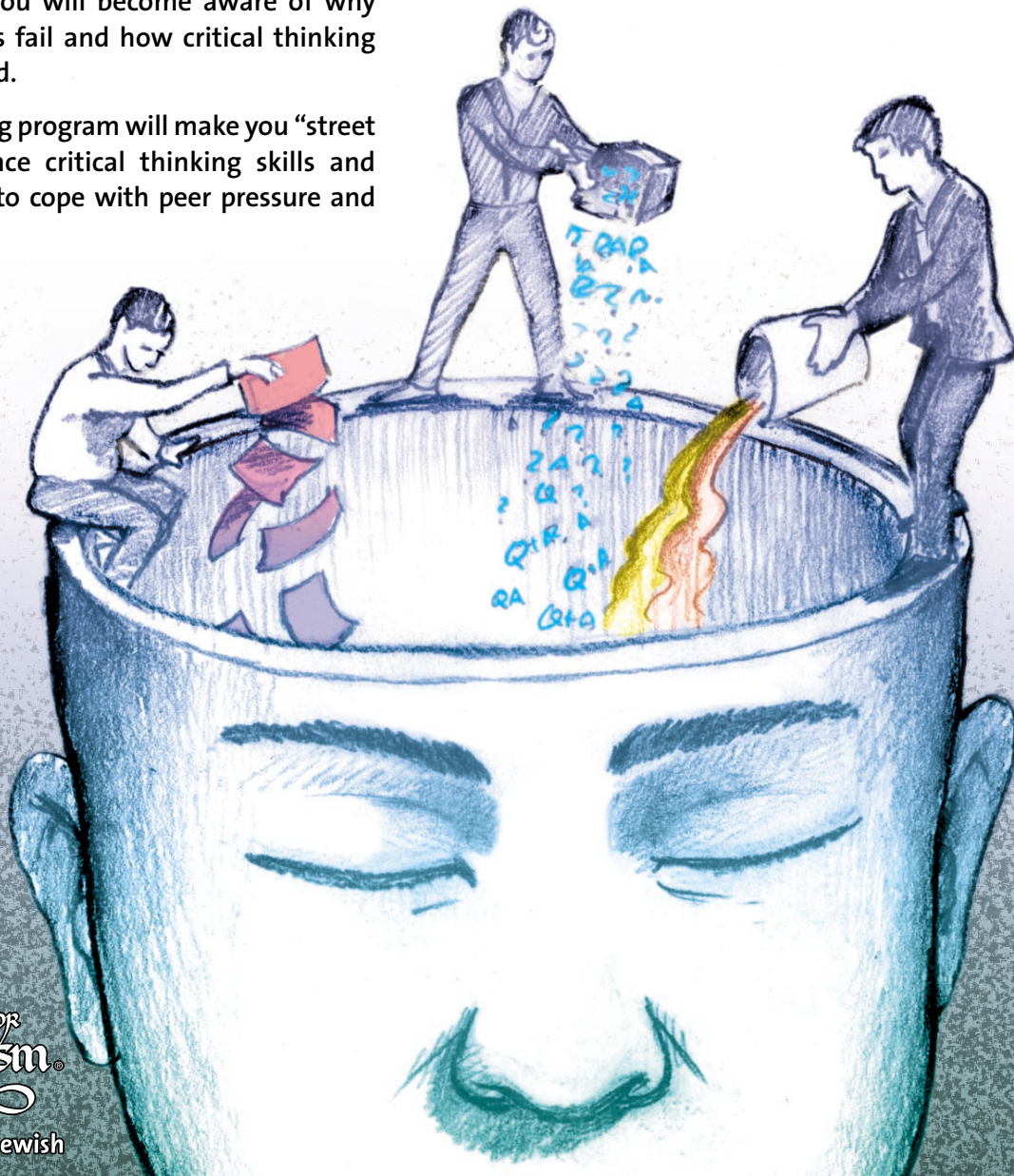


*What Do Cults, Tele-Marketers and Terrorists Have in Common?*

# THE POWER OF PERSUASION

Explore techniques used by everyone from *Tele-Marketers, Cult-Recruiters* and *Terrorists*, to influence thinking and behavior. Through a series of interactive demonstrations and case studies you will become aware of why one's defenses fail and how critical thinking can be derailed.

This fascinating program will make you "street smart", enhance critical thinking skills and provide tools to cope with peer pressure and manipulation.



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