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Andrea Reynolds developed the Persuasion Tools Model (see figure 1 below). She first published it in the 2003 book " Emotional Intelligence and Negotiation," and again in the 2008 book " The Purchasing Models Handbook." The model is based on work by the psychologist Kenneth Berrien.

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Andrea N. Geurin, Ph.D. Sport Management,  
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Marketing & Management, and Managing Sport and Leisure. I also serve on the editorial boards of five other academic journals and I'm a professional member of the European Association for Sport Management ...

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Visting Professor, University of California at Irvine, US (2003 and 2006). Associate Professor of Marketing, Bocconi University (2004-2011). Full Professor of Marketing, Bocconi University (2012-). Head of Department (2013-2019). BNP Paribas Endowed Chair in Marketing & Service Analytics (2018 -).

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