



# How Audiences Decide: A Cognitive Approach to Business Communication

*Richard Young*

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## **How Audiences Decide: A Cognitive Approach to Business Communication** Richard Young

*How Audiences Decide: A Cognitive Approach to Business Communication* is a comprehensive introduction to persuasive communication in the context of business. It summarizes relevant theories and findings from the fields of cognitive science, social cognition, leadership, team cognition, psycholinguistics, and behavioral economics. By illuminating the thought processes of many different audiences, from consumers to Wall Street analysts to CEOs, it helps communicators better understand why audiences make the decisions they make and how to influence them. The book covers a broad range of communication techniques—including those concerning persuasive speaking and writing, interviews and group meetings, content and style, typography and nonverbal behaviors, charts and images, rational arguments and emotional appeals—and examines the empirical evidence supporting each of them.

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