

# Compelling Selling

## The Framework for Persuasion

Copyright © Philip R. Lund 2007

All rights reserved.

No part of this publication may be reproduced or transmitted, in any form or by any means, without permission.

First published 1974 by The Macmillan Press Limited, London; Reprinted 1975  
First published in paperback 1979 by Papermac, a division of Macmillan Publishers Limited; Reprinted 1984, 1985 (twice)  
Revised edition published 1987, Reprinted 1988, 1989

Internet edition 2007

ISBN: 978-1-4196-7721-2

Also published:

USA: Amacom 1974, 1978 4th & 5th paperback edition reprints

Finland: Oy Rastor Ab 1980

France: FIRST 1991

This edition published by Compelling Selling  
**[www.compellingselling.net](http://www.compellingselling.net)**

Typesetting by Able Publishing  
**[www.ablepublishing.co.uk](http://www.ablepublishing.co.uk)**

