



The Hidden Art of Interviewing People: How to Get Them to Tell You the Truth (Hardback) - Common

By (author) Roger Terry By (author) Neil McPhee

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There is growing interest in the use of Neuro Linguistic Programming (NLP) as a Qualitative Market Research technique. NLP was previously used in psychology to understand how people think and react, and as a tool in self-development, interpersonal skills and business, looking at how our brains think and experience the world.

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