

COMMUNICATION

The Art of Persuasion Hasn't Changed in 2,000 Years

by [Carmine Gallo](#)

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Ideas are the currency of the twenty-first century. The ability to persuade, to change hearts and minds, is perhaps the single greatest skill that will give you a competitive edge in the knowledge economy — an age where ideas matter more than ever.

Carmine Gallo is the author of *Five Stars: The Communication Secrets to Get from Good to Great* (St. Martin's Press). He is a Harvard University instructor in the department of Executive Education at the Graduate School of Business. **You're out of free articles for this month.** Follow him on Twitter @carminegallo.

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Avtar Gill 3 months ago

From my reading of Aristotle, he had put Ethos, Pathos and Logos in this order, however, you have