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If you're an entrepreneur, salesperson, advertiser, or business owner,

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A successful entrepreneur, he is a popular speaker on the topics of persuasion, influence, sales, marketing,

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ideation, and business acceleration. He is also the author of Persua Dave Lakhani is an in-demand speaker, trainer, and the President of Bold Approach, Inc., a business acceleration firm consultancy.

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Subliminal Persuasion: Influence & Marketing Secrets They Don't Want You To Know Description. Dave Lakhani is President of Bold Approach Inc., the

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Subliminal persuasion is more psychological and is focused on reasons why the use of subliminal messages work, unlike subliminal perception that is physical. Subliminal perception focus on how, in a physical sense, subliminal messages work. It entails how the body physically senses sound, smell, touch, vision and taste.

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