



We're excited to talk with Carlos Alvarenga, author of *The Rules of Persuasion, How the World's Greatest Communicators Convince, Inspire, Lead—and, Sometimes, Deceive*. Carlos reveals how he translated Aristotle's principles of persuasion to modern media (e.g., movies and rap music) to make his advice more accessible. He also explores his definition of persuasion, how Donald Trump's presidential campaign created a powerful loyalty from his audience, and the concept of chemistry in communication.

[Listen to "The Rules of Persuasion Featuring Carlos Alvarenga" on Spreaker.](#)

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The Persuasion Occasion

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