

# Verbal Judo

## What is Verbal Judo?

When George Thompson was a law enforcement officer, he realized that the standard ways of dealing with "the public" were sufficiently confrontational that they were likely to provoke attacks. As a result of his experience he developed a family of methods and philosophy, call Verbal Judo, that focuses on using WORDS instead of force.

He authored a book, [Verbal Judo: The Gentle Art of Persuasion](#), that maps out a number of techniques that can be used in any situations where emotions are high with customers.

Unique solution ID: #1002

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Last update: 2013-08-09 10:44