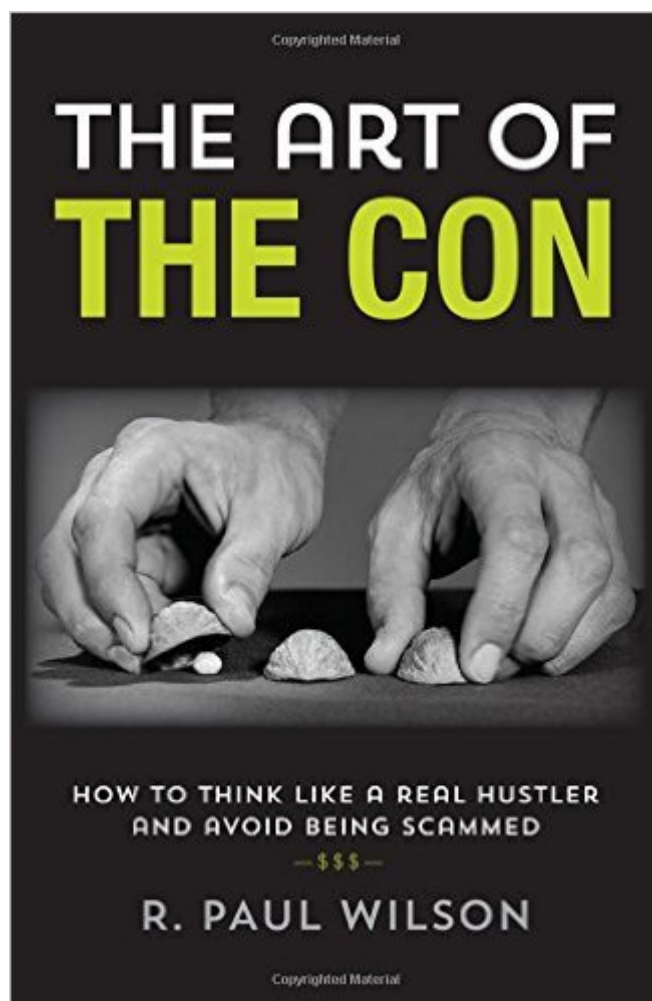


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# The Art Of The Con: How To Think Like A Real Hustler And Avoid Being Scammed



## Synopsis

A sucker is still born every minute. In this modern and interconnected world, con-men are lurking everywhere – it's never been easier for them to dupe us, take from us, and infiltrate our lives. One of the world's leading and celebrated experts on con-games takes the reader through the history of cons, how they've been updated to the modern age, how they work, how to spot them, and how to protect yourself from being the victim of one. R. Paul Wilson is a con-man who works for the other side – our side. He has spent a lifetime learning, performing, studying, and teaching about the ins and outs of the con world in order to open up our eyes to the dangers lurking about us – and to show us how not to get taken. Paul has never made a living as a con-man, profiting off of marks – he has used his expertise throughout his life to help people avoid cons. In this fascinating book, Paul takes the reader through the history and developments of the con game, what elements from the past are based on basic human psychology and have stood the test of time, what has been updated for the modern era and how it's getting used in the computer age, the structure of how these cons work, and – most importantly - how to recognize one, protect yourself and your loved ones, and avoid becoming just another sucker.

## Book Information

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## Customer Reviews

Before I review the book I should mention that I'm a friend of Paul's and despite that I'm going to try to review the book as honestly as possible. I first found out about Paul Wilson by watching The Real Hustle, a popular U.K. based show aired by the BBC. The show ran for over 100 episodes and starred Paul along with two other 'hustlers' scam the unsuspecting public with the goal of education

them on how real con artists take advantage of people. The show allowed Paul to plan and carry out arguably more scams than anyone else alive. Playing the role of confidence artist and meeting real cons along the way gave Paul a unique insight into the psychology of scams, the scammers, and the victims. The book follows Paul as he tries to explain how these scams fool intelligent people and the different psychological ploys used to get people to do things that are against their own interests. Many of these ploys are devious and in the right circumstances could fool the sharpest people. For example, imagine going to the mall and doing some Christmas shopping. You go to a store, pick out some items and purchase them. Everything runs smoothly and you arrive home. Unknown to you however is that your receipt is no good and you have technically stolen everything because the person who was working the cash register had no affiliation with the store. They were a confidence artist who dressed as an employee, carried in their own cash register, 'helped' people ring in their purchases and then walked out the store with all that money and credit card information. On a busy holiday weekend this scam would almost be impossible to detect by any customer.

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