

Influence The Psychology Of Persuasion

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Influence: The Psychology of Persuasion, Revised Edition [Robert B. Cialdini] on Amazon.com. *FREE* shipping on qualifying offers. Influence , the classic book on persuasion, explains the psychology of why people say yes —and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion.

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Influence: The Psychology of Persuasion by Robert B. Cialdini

INFLUENCE The Psychology of Persuasion ROBERT B. CIALDINI PH.D. This book is dedicated to Chris, who glows in his father's eye. Contents Introduction v 1 1 Weapons of Influence 13 2 Reciprocation: The Old Give and Take...and Take 43 3 Commitment and Consistency: Hobgoblins of the Mind 87 4

Influence - ELEKTRON KITABXANA

Influence, the classic book on persuasion, explains the psychology of why people say "yes"—and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His thirty-five years of rigorous, evidence-based research along with a three-year program of study on what moves people to change behavior has resulted in this ...

influence: The Psychology of Persuasion by Robert B ...

"Influence: The Psychology of Persuasion" presents 6 principles of persuasion that can get people to say "yes" automatically. In this book summary, we outline these 6 principles and their associated techniques to help you improve your influence and guard against others' manipulation.

Book Summary - Influence: The Psychology of Persuasion

Book Summary: "Influence: The Psychology of Persuasion" by Robert B. Cialdini The book talks about various psychological tactics used by compliance practitioners (like salesmen, waiters, car dealers, and fundraisers) to influence us into saying yes to something to which ideally we would have said no.

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