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While the book is titled "Influence: Science and Practice", and you can certainly use the information within to do so, the author spends more time discussing how to defend yourself

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against the tactics salespeople (and others) use to manipulate you, often without your awareness.

Influence: Science and Practice (4th Edition): Cialdini ...

Influence: Science and Practice (ISBN 0-321-18895-0) is a psychology book examining the key ways people can be

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influenced by "Compliance Professionals". The book's author is Robert B. Cialdini, Professor of Psychology at Arizona State University. The key premise of the book is that in a complex world where people are overloaded with more information than they can deal with, people fall back on a decision making approach based on

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generalizations.

Influence: Science and Practice - Wikipedia

Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and

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negotiation. His books including, Influence: Science & Practice, are the results of years of study into the reasons why people comply with requests in business settings.

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Cialdini PDF. The “Influence: Science and Practice (5th Edition)” is a well-researched, informative guide to techniques of influence. Robert B. Cialdini is the author of this book. Dr Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of

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Edition. Allyn & Bacon: 2001. Cialdini, Robert B. Introduction: - Six basic categories [of influence] . . . reciprocation, consistency, social proof, liking, authority, and scarcity. - The ever accelerating pace and information crush of modern life will make this particular

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Robert Cialdini

I want to be able to increase my influence. I want to avoid being exploited by ill-intentioned people. As it turned out, the book Influence: Science and Practice by Robert Cialdini was what I needed. It talks in details about the factors that make us say “yes” to a request.

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Review: Influence - Science and Practice - Life Optimizer

Influence - Science and Practice - The Comic, is a nice comic book style presentation of Dr. Cialdini's six main principles of influence and a very good summary of this vital topic. It is also a helpful companion to his standard works

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on social influence, which include the excellent 'Influence: Science and Practice' and 'Yes' just to name two of his many fine works.

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psychology of compliance (i.e. uncovering which factors cause a person to say “yes” to another's request). Written in a narrative style combined with scholarly research, Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and

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in other positions inside organizations that commonly use compliance tactics to get us to say ...

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