



## Influence: The Psychology of Persuasion

By Robert B. Cialdini

HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, Influence: The Psychology of Persuasion, Robert B. Cialdini, "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 highly acclaimed book. You'll learn the six universal principles, how to use them to become a skilled persuader - and how to defend yourself against them. Perfect for people in all walks of life, the principles of "Influence" will move you toward profound personal change and act as a driving force for your success.



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### Reviews

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*This publication is great. It is full of wisdom and knowledge. You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).*

-- **Dr. Everett Dicki DDS**

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Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, How to Start a Conversation and Make Friends, Don Gabor, For over twenty-five years, small-talk expert Don Gabor has helped thousands of people communicate with wit, confidence, and enthusiasm with his bestseller How...



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