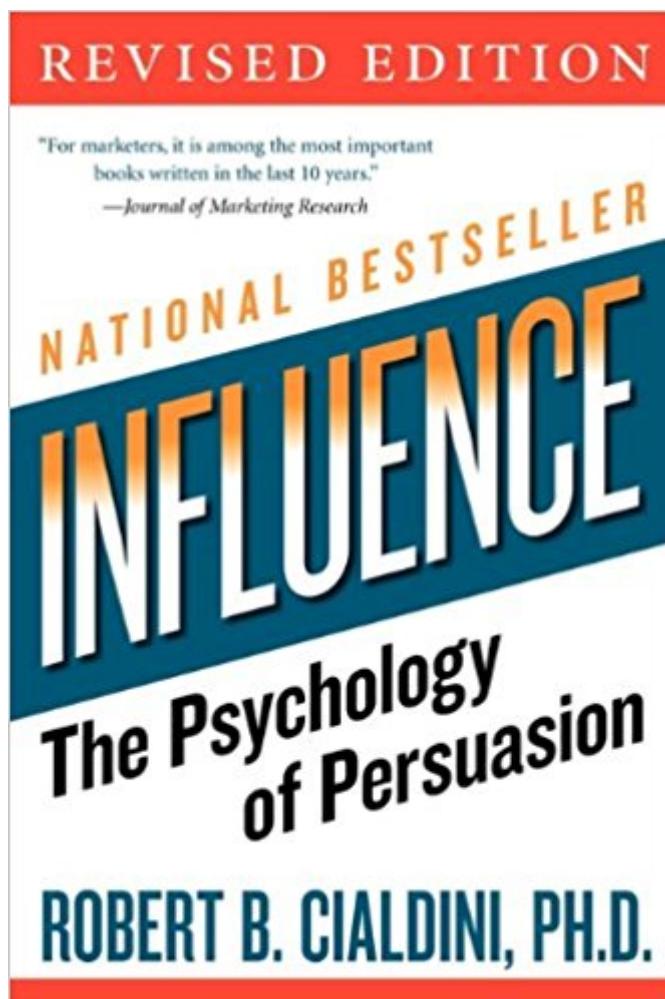


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# Influence: The Psychology Of Persuasion, Revised Edition



## **Synopsis**

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.

## **Book Information**

Paperback: 336 pages

Publisher: Harper Business; Revised edition (December 26, 2006)

Language: English

ISBN-10: 006124189X

ISBN-13: 978-0061241895

Product Dimensions: 5.3 x 0.8 x 8 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 1,906 customer reviews

Best Sellers Rank: #421 in Books (See Top 100 in Books) #2 in Books > Business & Money > Marketing & Sales > Consumer Behavior #39 in Books > Self-Help > Motivational #43 in Books > Self-Help > Success

## **Customer Reviews**

Arguably the best book ever on what is increasingly becoming the science of persuasion. Whether you're a mere consumer or someone weaving the web of persuasion to urge others to buy or vote for your product, this is an essential book for understanding the psychological foundations of marketing. Recommended.

For marketers, this book is among the most important books written in the last ten years. (Journal of Marketing Research) Influence should be required reading for all business majors. (Journal of Retailing) This book will strike chords deep in the hearts and psyches of all of us. (Best Sellers Magazine) The material in Cialdini's Influence is a proverbial gold mine. (Journal of Social and Clinical Psychology)

As an author of books on selling, I keep an eye out for the best books on sales and sales psychology. This book is a game changer. In reply to the few one star reviews...It has been stated in the uncharitable reviews, that the entire content of the book could have been written in a few pages. I agree, at first look, this would seem true. The Harvard Business Review article "Harnessing the Science of Persuasion" by Cialdini, from their October 2001 issue....is a good example. You can even get the Six Principles from the books Table Of Contents...save yourself some time. But sales ideas have to not just be listed....not just explained...they have to be sold. Examples have to be given, Principles have to be explained...we need proof. And you need the entire book to do that. The people who read a short article by the author, maybe read the ideas...but nothing else happens. Salespeople are changed by the content of this book, like with all great sales books. For salespeople to benefit from a sales book, the ideas have to be explained, understood, proven, accepted, and made real. This book does that. I own perhaps 2,000 books on the subject of selling. This is certainly in the top 5.

What a well written book on the power of influence mostly from an influence professional point of view. I like the real world examples. While reading this book I took detailed notes to use in later situations. My first real experiments with the principals went extremely well. There is one concept in this book that will remain with me forever. People buy items for others they like and can see themselves in. Profound and so simplistic I never put it together in that way. Just one of the many basic concepts that are easy to understand and can be adapted to your situation and used to ensure that you have a greater chance of successfully influencing others. I even saw some carryover from this book to parenting.

As far as psychology books go, this one is highly readable and even enjoyable. There is a wry sense of humor told tongue-in-cheek as only academics can. To learn about the dark art of 'compliance professionals' is entertaining, and may even be useful, though I wouldn't call this a self-help book. It also goes a bit more in-depth than your average popular psychology text. While the content deserves five stars, I give this book 4 stars because of the Kindle edition. It must have been digitized in the early days of Kindle. For example, the table of contents isn't available in the side menu, and footnotes are not hyperlinks but just numbers. With a proper update, it should be a must-read.

Why can some people sell you something you don't want? Does a free 'gift' really convince you to donate money or buy something you didn't want? Does the order you're shown things of different expense affect how likely you are to buy them? This book provides the answers in an entertaining way, along with many others. I was astonished to see just how susceptible we are to manipulation of the social rules which guide us in day-to-day life. The author includes a large number of anecdotes, backed up by studies and references. It was a fun, quick read, and it will affect how I deal with solicitations and salesmen from now on. Conversely if you are a salesperson looking to get better at your job, this book will help. On the down side, many of the first person examples about the author and his various relatives come across as a bit contrived. A minor annoyance in an otherwise great book. I'd recommend 'Influence' to anyone as a useful, entertaining read. Well worth the time.

Good read!! And, this was an excellent tool for a newcomer to marketing to help understand the process of connecting with people to make them want to do business with you. Great tips. I've tried them and noticed a BIG difference, including gaining a few new customers.

If you remember your teacher clipping out magazine ads so you could tell the difference between "bandwagon" and "emotional appeal", etc., this is the book that formed the curriculum. You'll recognize how a salesperson (and any ideological leader) can get rational people to do crazy things. Of course, the research described is more detailed, but the objective view of human behavior makes you realize we aren't so unpredictable as we think.

The book is very interesting, but it is also in need of more recent updates. Some of this reminds me of Vance Packard's Hidden Persuaders, but applied to more direct sales. I have seen many of these tactics and recognize them. Someone less familiar with sales techniques would benefit greatly by the analysis of why we do what we do. If it does nothing more than make the reader aware of the manipulation of salespeople, it is worth reading. Everyone should be made aware of the tactics so they can defend themselves.

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