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*Book Summary: "Influence: The
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Influence: The Psychology Of
Persuasion By Robert B. Cialdini
(Summarised by Paul Arnold. If you*

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*wish to subscribe to my free monthly book summaries then please email me on paul_arnold@me.com) Content = *** Readability = *** Clarity & Structure = *** IN A NUTSHELL Cialdini has identified 7 key influencers of persuasion (based on 35...*

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*Summary of Influence: The
Psychology of Persuasion by ...
So there we have it. Six scientifically
validated Principles of Persuasion that
provide for small practical, often
costless changes that can lead to big
differences in your ability to influence
and persuade others in an entirely*

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ethical way. They are the secrets from the science of persuasion.

*Influence: The Psychology of Persuasion, Revised Edition ...
Influence, the classic book on persuasion, explains the psychology of why people say "yes"—and how to*

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*apply these understandings. Dr.
Robert Cialdini is the seminal expert in
the rapidly expanding field of influence
and persuasion.*

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Persuasion Book by ...*

Some techniques mentioned in the

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book are morally questionable.

Overall, it's a great read into at the intersection of psychology and business. I would recommend reading this in conjunction with "Influence: The Psychology of Persuasion".

Book Summary - Influence: The

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Psychology of Persuasion

*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*

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*Commitment and Consistency:
Hobgoblins of the Mind 87 4*

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

*Social Proof: Social influence is a very
powerful use of persuasion. The
overall influence of peers can directly*

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affect the actions and beliefs of an individual. The overall influence of peers can directly affect the actions and beliefs of an individual.

*Influence: The Psychology of
Persuasion by Robert B. Cialdini
The Psychology of Persuasion by*

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Robert Cialdini aims to draw attention to various tools that people use to influence others. It is an easy and interesting read, meant for a very broad audience. I enjoyed it way more than I had expected to. Some parts even made me laugh out loud, which is a rarity when I read.

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Influence the Psychology of Persuasion

"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

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and their associated techniques to help you improve your influence and guard against others' manipulation.

Influence

Some of the techniques listed in Influence: The Psychology of Persuasion may require a sound

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knowledge of Hypnosis, users are advised to either leave those sections or must have a basic understanding of the subject before practicing them.

*Influence The Psychology Of
Persuasion*

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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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