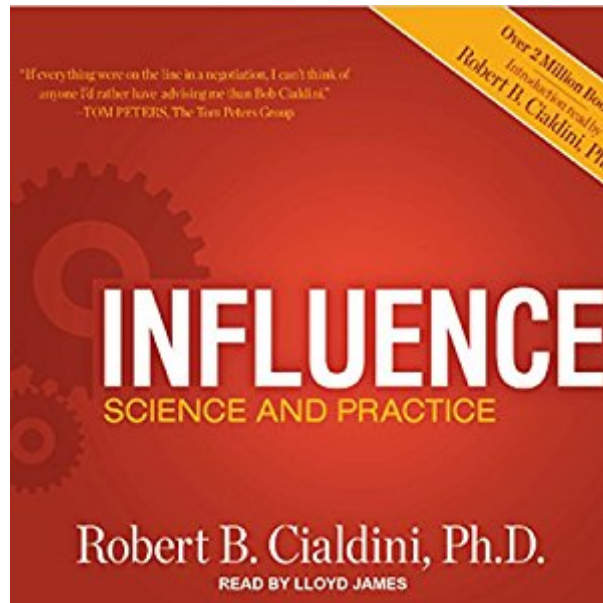


The book was found

Influence: Science And Practice, EPub, 5th Edition



Synopsis

Influence: Science and Practice is an examination of the 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 in other positions inside organizations that commonly use compliance tactics to get us to say "yes." Widely used in classes, as well as sold to people operating successfully in the business world, the eagerly awaited revision of *Influence* reminds the listener of the power of persuasion. Cialdini organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity.

Book Information

Audible Audio Edition

Listening Length: 12 hours and 26 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Dr. Robert Cialdini

Audible.com Release Date: August 28, 2014

Language: English

ASIN: B00N424FFM

Best Sellers Rank: #3 in Books > Business & Money > Marketing & Sales > Sales & Selling #4 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #4 in Books > Medical Books > Psychology > Applied Psychology

Customer Reviews

Right away, buyers should know that Cialdini has produced a less-expensive version of this book. "*Influence: Science and Practice*" is designed as a textbook for classroom instruction. So, it has things like chapter summaries and questions that can be assigned as homework. However, the other book "*Influence: the psychology of persuasion*," is designed for a more general audience. The content is basically the same, but it omits the classroom-oriented layout. It's also cheaper. If you are a student who is buying textbooks online, this is probably what you (or rather, your professors) want. If not, get the other one. Both books focus on persuasive tactics. This is not a theoretical work trying to lay out a strategy of communication, like "*Getting to Yes*." This is a toolkit, designed to give the reader a selection of tools for specific circumstances. That is not to say that Cialdini lacks an

understanding of more strategic thinking, just that it isn't the focus here. The underlying theory is that people tend to be hardwired to respond to certain stimuli in predictable ways. The book tells you what those stimuli are, that is, how to push people's buttons. And it does a very good job, which is why Cialdini has demand for two versions of the same book. I'm not going to list all of the tactics because the table of contents does that and, because they're detailed, they're difficult to understand without reading the book. But, they all have some basis in science and their effectiveness is empirically demonstrable, so you can trust that they work. The best part of this book, for me, was becoming more conscious of how others, including politicians, advertisers, and bosses, try to manipulate me.

"Influence" by Robert Cialdini is one of the most wonderful and influential books I've ever read! Other books have been written on the topic, but Cialdini's is the best and most influential of them all. "Influence" deals with the study of persuasion, compliance, and change - a subject that has application for every area of life. Cialdini presents the latest research on influence in a compelling way, clearly stating the 6 principles of influence and providing wonderful illustrations of each principle from advertising, psychology and other fields. If we understood these 6 principles better, we would be less subject to manipulation from others (for example, the manipulation to buy things we don't need or to buy more than we need). We might, in turn, also be able to understand how to influence others for good. The 6 principles of influence are: 1. The Rule of Reciprocation: "We should try to repay in kind what another person has provided us." 2. Commitment and Consistency: "Once we make a choice or take a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment." 3. Social Proof: "We determine what is correct by finding out what other people think is correct." 4. Liking: "We most prefer to say yes to the requests of people we know and like." 5. Authority - we have a deep-seated sense of duty to authority 6. Scarcity - something is more valuable when it is less available I find that in my own life, these 6 principles are remarkably powerful and have the ability to explain a lot of the behavior I observe as a father, teacher, and priest. We would all benefit from memorizing and mastering these six principles. They are simple but extremely powerful.

[Download to continue reading...](#)

Influence: Science and Practice, ePub, 5th Edition Influence: Science and Practice (5th Edition)

Leadership: Leader Skills For Communication, Influence People and Business Coaching

(Leadership, Influence People, Leader, Business Skills) Impossible to Ignore: Creating Memorable

Content to Influence Decisions: Creating Memorable Content to Influence Decisions PMP EXAM

Simplified-5th Edition- (PMP Exam Prep 2013 and CAPM Exam Prep 2013 Series) Aligned to PMBOK Guide 5th Edition By Charles Petzold - Programming Windows 5th Edition Book/CD Package: The definitive guide to the Win32 API (Microsoft Programming Series) (5th Edition) (10.2.1998) Speak To Sell: Persuade, Influence, And Establish Authority & Promote Your Products, Services, Practice, Business, or Cause The 5th Wave: The First Book of the 5th Wave Series Ethical, Legal, and Professional Issues in the Practice of Marriage and Family Therapy, Updated (5th Edition) (New 2013 Counseling Titles) Advanced Harmony: Theory and Practice with CD Package (5th Edition) The Practice of Harmony (5th Edition) Social Work Macro Practice (5th Edition) PMP® Examination Practice Questions for the The PMBOK® Guide, 5th edition. Project Management in Practice, 5th Edition Principles of Real Estate Practice: Real Estate Express 5th Edition Teaching Science for All Children: An Inquiry Approach (5th Edition) The Gift of Music (Expanded and Revised, 3rd Edition): Great Composers and Their Influence Starting a Medical Practice: The Physician's Handbook for Successful Practice Start-Up (Practice Success! Series) How To Win Friends And Influence People Deluxe 75th Anniversary Edition Influence Without Authority (2nd Edition)

[Dmca](#)