

Influence: The Psychology of Persuasion (Collins Business Essentials)

By Robert B. Cialdini PhD

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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. 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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Editorial Review

Amazon.com Review
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.

Review
This book will strike chords deep in the hearts and psyches of all of us.

About the Author

Robert B. Cialdini, Ph.D. holds dual appointments at Arizona State University. He is a W. P. Carey Distinguished Professor of Marketing and Regents' Professor of Psychology, and has been named Distinguished Graduate Research Professor. Dr. Cialdini is also president of Influence At Work, an international training and consulting company based on his groundbreaking body of research on the ethical business applications of the science of influence.

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