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Chapter 1: Weapons
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2/9. Ch#1 Weapons
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influenced by
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book's author is

Robert B. Cialdini,

Professor of

Psychology at

Arizona State

University. The key

premise of the book

is that in a complex

world where people

are overloaded with

more information

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than they can deal with, people fall back on a decision making approach based on generalizations.

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Here's what people are saying about the material in
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Practice: “ This marvelous book explains in clear, practical language the ways in which we become persuaded. It offers excellent insights for those who sell, but even more importantly for all of us who negotiate and buy. ” – ROGER

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Dr. Robert Cialdini

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reputation as an expert in the fields of persuasion, compliance, and negotiation. His books including, Influence: Science & Practice, are the results of years of study into the reasons why people comply with requests in business settings.

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Cialdini is the author of this book.

Dr Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

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Download ...

A great deal of understanding human tendencies on the area of influence may be found in Robert Cialdini ' s Influence: Science and Practice (Fifth Edition). Indeed, it

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is explained and accordingly applied how many people find themselves in deals or situations they are not fully interested in.

Summary of Robert Cialdini ' s

“ Influence: Science and Practice ”

Dr. Robert Cialdini has spent his entire

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career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation. His books including, Influence: Science & Practice, are the results of years of study into the

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Science And Practice Robert B. Cialdini
reasons why people
comply with
requests in
business settings.

Influence: The
Psychology of
Persuasion by
Robert B. Cialdini
Influence: Science
and Practice is an
examination of the
psychology of
compliance (i.e.

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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

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working as a
salesperson,
fundraiser,
advertiser, and in
other positions
inside organizations
that commonly use
compliance tactics
to get us to say
“ yes. ” .

Cialdini, Influence:
Science and
Practice, 5th

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Edition...

Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

Dr. Robert Cialdini's

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Books and
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INFLUENCE ...

R. Cialdini
Influence - Science
and Practice - The
Comic, is a nice
comic book style
presentation of Dr.
Cialdini's six main
principles of
influence and a very
good summary of
this vital topic. It is
also a helpful

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Companion to his standard works on social influence, which include the excellent 'Influence: Science and Practice' and 'Yes' just to name two of his many fine works.

Influence - Science and Practice - The Comic: Cialdini ...

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As it turned out, the book *Influence: Science and Practice* by Robert Cialdini was what I needed. It talks in details about the factors that make us say “yes” to a request. There is actually a similar book from the same author entitled *Influence: The*

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Psychology of
Persuasion. Here is
the difference
between them:

Review: Influence –
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Practice – Life
Optimizer

While the book is
titled "Influence:
Science and
Practice", and you
can certainly use

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the information within to do so, the author spends more time discussing how to defend yourself against the tactics salespeople (and others) use to manipulate you, often without your awareness.

Influence: Science and Practice (4th

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Edition): Cialdini ...

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) and is written in a narrative style combined with

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Scholarly research.

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Robert B. Cialdini ...

Here's what people
are saying about

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Science and

Practice The best

sales tip I ever got

was encouragement

to read

INFLUENCE by Dr.

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Robert Cialdini. It was so profound and insightful, I read it three times in a row. – Greg Renker, President, Guthy-Renker

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WORK

Robert Cialdini

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based his book

“Influence: The Psychology of Persuasion,” and

his Big Idea on his three years of working

“undercover” in various sales persuasion jobs. He applied and trained in the roles of used car dealerships, fund-raising

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Organizations, and telemarketing firms where he studied real-life situations of persuasion.

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and Practice
(2009), he

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describes the powerful rule of reciprocity in the second chapter of his book. As one of the most influential dynamics of human...

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examination of the
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compliance (i.e.
uncovering which
factors cause a
person to say "yes"
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