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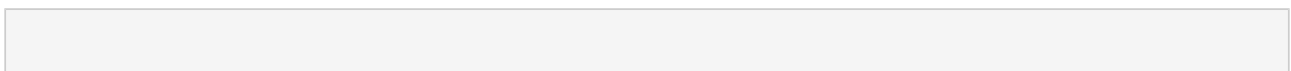
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About Influence The Psychology Of Persuasion by Robert B. Cialdini

If you have any sort of an interest in self improvement, achieving your goals, becoming more successful, etc. then you know that you will need to obtain the cooperation of other people. That is why certain books like "How To Win Friends And Influence People" is a must read book that has stand the test of time. It was written back in 1934 and is still a best seller today. Well there is another fundamental question. How to get people to say yes? Influence was originally published back in 1984. It has sold over 2 million copies and translated in over 25 languages. It has also become one of those "must read" books. If you have any interest in attempting to understand people, this classic book on persuasion, explains the psychology of why people say "yes". And how to apply it in your professional, and personal, interactions with human beings. You will discover 6 basic universal principles. How you can use them to become a skilled persuader. And, how to recognize when it is attempted on you. For years now, this book has been recommended for people in all walks of life, all types of businesses, sales, marketing, fund raising, politics, etc. What ever your goal are, what ever you are attempting to achieve, this book will help you be successful.

About It's Author

Robert B. Cialdini simply has too many credits to list in this brief bio. He received his Ph.D from the University of North Carolina. Post doctoral training from Columbia University. He has held Visiting Scholar Appointments at Ohio State University, the University of California, the Annenberg School of Communications, and the Graduate School of Business of Stanford University. Currently, Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University. In the field of influence, and persuasion, Dr. Cialdini is the most cited living social psychologist in the world today. He is considered as the expert in the rapidly expanding field. He worked undercover at numerous jobs where compliance is a core component. From restaurants and car dealerships to door-to-door sales. He also interviewed, and investigated, the top sales professionals, marketers, and advertisers. The goal was to get an understanding what they did that got other people to say "yes." The results are this highly acclaimed book.



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