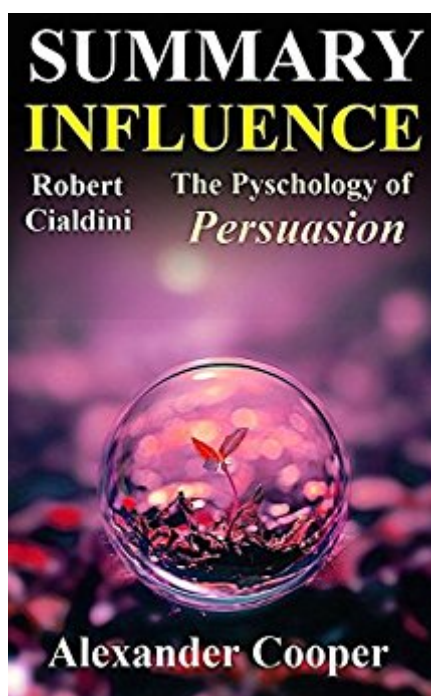


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# Summary - Influence: An Amazing Summary About This Book Of Robert Cialdini! -- The Psychology Of Persuasion (Influence: An Amazing Summary-- Persuasion, ... And Practice, Summary, Book, Influencer)



## Synopsis

**Influence: An Amazing Summary About This Book Of Dr. Robert Cialdini!** Influence is a classic book, written by Dr. Robert B. Cialdini, which explains the psychology of persuasion. Though this book focuses on the persuasion tactics of marketing and sales organizations, the principles it puts forth applies to all persuasion situations. Influence tries to explain the psychology of why people say yes and gives practical guidelines on how to apply these findings in daily life situations. Dr. Cialdini received his graduate and postgraduate training from the University of North Carolina and Columbia University. He is considered as one of the experts in the field of the study of influence and persuasion. This book is a result of his thirty-five years of rigorous, evidence-based research. He even did a three year long experiment in which he took on several roles to test his theories. His motivation for studying this behavior was when he got tired of being taken advantage of everywhere he went. He wanted to know why he, a reasonably intelligent man, was so susceptible to sales pressures. He presents his ideas asking his readers to "learn what people are doing to try to exploit you so you won't fall for it". Dr. Cialdini relies on two main sources: social experiments and advice from compliance professionals, for his conclusions. As a researcher, he used the participant observer approach and participated in the activity he wished to observe "as a potential employee or trainee. Drawing from his extensive research in the field of social psychology, this book explores six "rules of thumb" or principles of persuasion. Although there are thousands of different tactics that compliance practitioners employ to produce an affirmative response, according to Cialdini, the majority fall within six basic categories which he terms as - weapons of influence. Each of these categories is governed by a fundamental psychological principle that directs human behavior and form the basis of a chapter in the book. Here Is A Preview Of What You Will Get: In Influence, you will get a detailed summary of the novel In Influence , you will get some fun multiple choice quizzes, along with answers to help you learn about the novel. Click the Buy Now With One Click Button, and learn everything about Influence .Tags: influence, influence the psychology of persuasion, influence robert cialdini, influence science and practice, influence without authority

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I like the rule of reciprocity. It's always good to give before you take. I read in another book about some of the laws of power that advises readers to avoid the free lunch and now I understand why. We feel indebted to people who give to us and are compelled to repay the favor. People can easily use this principle to manipulate. This was interesting.

Terrible - Not even written by a native speaker. No editor reviewed this before it was sold to the public. It is short, not well written, covers a very small part of the book and is not very helpful. Cliff notes this is not! I wish I could give it one star.

This summary explains six psychological techniques spread across six chapters, each of which represents a vulnerability within the human psyche, and which are so often used to exploit unsuspecting victims by unscrupulous "compliance professionals," as Professor Robert Cialdini calls them. He also shows you how to guard against them, often citing humorous instances, both personal as well as readers' experiences. Interesting read, I look forward to read the book Influence, to have a deeper understanding of the principles. This summary did a great job to get me started.

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