

Great Work Interview Professor Robert Cialdini | The Great Work Blog



Bob Cialdini is not just a man of influence, he is THE man of influence. His first book, [Influence: The Psychology of Persuasion](#), is a classic and is destined to remain a perpetual bestseller. And here's why. As our world gets increasingly networked and matrixed, traditional lines of control and power are loosening and vanishing. Soon, influence is all you'll have to get things done.

So it pays to understand how it works. And this interview will help. Amongst other things, Bob and I talk about:

- How a study in self-defence planted the seeds for his own Great Work
- What he learned by putting his principles of persuasion into action and giving them a 'real world' test.
- The least used of the six core ways to influence people – and how you can use this on everything from menus to career progression.

Bob is Professor Emeritus of Psychology and Marketing at Arizona State University. You can learn more about him and his company Influence at Work at www.InfluenceAtWork.com

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