
Book Description:


Influence: Science & Practice is a study of the psychology of compliance (ie expose into say which factors into a person "yes" into another application). combined in a narrative style with scientific research Posted Cialdini evidence linking from experimental work with the techniques & strategies he gathered while working as a salesman, fundraiser, advertiser, & in other positions within the organizations, which usually say into use compliance tactics into us, "Yes." heavily used in the classes, & for people who successfully sold the business. recalls the much-anticipated revision of the influence of the reader the power of persuasion.

Cialdini organizes compliance techniques into six categories on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority & scarcity.