



# Influence: Science and Practice (5th Edition)

By Robert B. Cialdini

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**Influence: Science and Practice (5th Edition)** By Robert B. 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).**

Written in a narrative style combined with scholarly research, Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and in other positions inside organizations that commonly use compliance tactics to get us to say “yes.” Widely used in classes, as well as sold to people operating successfully in the business world, the eagerly awaited revision of *Influence* reminds the reader of the power of persuasion.

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

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## **Editorial Review**

### **Review**

Here's what people are saying about the material in *INFLUENCE: Science and 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 FISHER, Director, Harvard Negotiation Project, Co-author of “Getting to Yes.”**

“For marketers, it is among the most important books written in the last 10 years.” –**JOURNAL OF MARKETING RESEARCH**

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“INFLUENCE should be required reading for all business majors.” –**JOURNAL OF RETAILING**

From the Back Cover

### **Over 1.5 million copies sold!**

What factors cause someone to say yes? And which techniques most effectively use these factors to bring about such compliance? In his bestselling book, Robert Cialdini, former salesperson, fundraiser, and advertiser, and current professor of social psychology, examines the science and practice of persuasion and compliance. Praised for its enjoyable writing, practical suggestions, and scientifically documented content, prior editions have been widely read by business professionals, fundraisers, and those interested in psychology. The new edition includes:

- twice as many first hand accounts of how the book's principles apply to business and personal lives;
- updated coverage of popular culture and new technology; and
- more on how compliance principles work in many cultures.

Here's what people are saying about *INFLUENCE: Science and Practice*:

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“Bob Cialdini is the most brilliant student of influence and negotiation I’ve encountered. If everything were on the line in a negotiation, I can’t think of anyone I’d rather have advising me.”

–TOM PETERS, The Tom Peters Group

“This book is the de facto standard to learn the psychology of persuasion. If you don’t read it, I hope you enjoy pounding your head against the wall and throwing away marketing dollars.”

–GUY KAWASAKI, CEO, Garage.com

“His book should be in every sales and marketing person’s briefcase and reread frequently.”

–R. CRIAG WILSON, Sr. Vice President, Sales Manager, Northern Trust

Robert B. Cialdini is a well known and influential speaker who gives frequent speeches on The Power of Ethical Influence to such organizations as IBM, the Mayo Clinic, and NATO. He is currently Regents’ Professor of Psychology at Arizona State University, where he has also been named Graduate Distinguished Research Professor. He is past president of the Society of Personality and Social Psychology. He attributes his longstanding interest in the intricacies of social influence to the fact that he was raised in an entirely Italian family, in a predominantly Polish neighborhood, in a historically German city (Milwaukee), in an otherwise rural state.

#### About the Author

**Robert B. Cialdini** is Regents’ Professor of Psychology and Marketing at Arizona State University, where he has also been named W. P. Carey Distinguished Professor of Marketing. He has taught at Stanford University and Harvard’s Kennedy School of Government. He has been elected president of the Society of Personality and Social Psychology. He is the recipient of the Distinguished Scientific Achievement Award of the Society for Consumer Psychology, the Donald T. Campbell Award for Distinguished Contributions to Social Psychology, and the (inaugural) Peitho Award for Distinguished Contributions to the Science of Social Influence.

Dr. Cialdini attributes his interest in social influences to the fact that he was raised in an entirely Italian family, in a predominantly Polish neighborhood, in a historically German city (Milwaukee), in an otherwise rural state.

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