

# (PDF) Influence: The Psychology Of Persuasion, Revised Edition

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You'll learn the six universal principles, how to use them to become a skilled persuader—and how to defend yourself against them. Perfect for people in all walks of life, the principles of *Influence* will move you toward profound personal change and act as a driving force for your success.

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This revised edition builds so meaningfully on the worn first edition sitting next to my desk that Influence will continue to clarify and inspire the art and science of persuasion for years to come. - - Betsy Levy Paluck, professor of psychology and public affairs, deputy director of the Kahneman-Treisman Center for Behavioral Science and Public Policy, Princeton University. Influence, the classic book on persuasion, explains the psychology of why people say "yes" and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. Influence, the classic book on persuasion, explains the psychology of why people say "yes" and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His thirty-five years of rigorous, evidence-based research along with a three-year program of study on what moves people to change behavior has Influence, the classic book on persuasion, explains the psychology of why people say "yes" and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. The Psychology of Persuasion. Robert B. Cialdini, Ph.D. DEDICATION. This book is dedicated to Chris. It has been some time since the first edition of Influence was published. In the interim, some things have happened that I feel deserve a place in this new edition. First, we now know more about the influence process than before. The study of persuasion, compliance, and change has advanced, and the pages that follow have been adapted to reflect that progress. In addition to an overall update of the material, I have included a new feature that was stimulated by the responses of prior readers.