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Titolo	Influence : science and practice // Robert B. Cialdini
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Edizione	[5th ed.]
Descrizione fisica	1 online resource (ii, 268 p.) : ill
Collana	Always Learning
Disciplina	153.852
Soggetti	Persuasion (Psychology) Influence (Psychology) Libros electronicos.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Weapons of influence -- Reciprocation: the old give and take ... and take -- 3. Commitment and consistency: hobgoblins of the mind -- 4. Social proof: truths are us -- 5. Liking: the friendly thief -- 6. Authority: directed deference -- 7. Instant influence: primitive consent for an automatic age -- 8. Scarcity: the rule of the few -- Index.
Sommario/riassunto	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: reciprocation, consistency, social proof, liking, authority, and scarcity.

