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Altri autori (Persone)	KnowlesEric S. <1941-> LinnJay A
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Nota di contenuto	Book Cover; Title; Copyright; Contents; Foreword; Introduction; 1 The Importance of Resistance to Persuasion; Nature of Resistance in Persuasion; 2 Multiple Routes to Resisting Attitude Change; 3 The Intensity of Affect and Resistance to Social Influence; 4 Resisting Persuasion and Attitude Certainty: A Meta-Cognitive Analysis; 5 Individual Differences in Resistance to Persuasion: The Role of Beliefs and Meta-Beliefs; 6 Differentiating Individual Differences in Resistance to Persuasion; Strategies for Overcoming Resistance 7 Approach-Avoidance Model of Persuasion: Alpha and Omega Strategies for Change8 Looking Ahead as a Technique to Reduce Resistance to Persuasive Attempts; 9 Narrative Persuasion and Overcoming Resistance; 10 Forewarnings of Influence Appeals: Inducing Resistance and Acceptance; 11 Truth or Consequences: Overcoming Resistance to Persuasion with Positive Thinking; 12 Decreasing Resistance by Affirming the Self; 13 Creating Critical Consumers: Motivating Receptivity by Teaching Resistance; 14 Consumer Psychology and Attitude Change; Conclusion 15 The Promise and Future of Resistance and PersuasionAbout the Contributors; Author Index; Subject Index
Sommario/riassunto	Resistance and Persuasion is the first book to analyze the nature of resistance and demonstrate how it can be reduced, overcome, or used to promote persuasion. By examining resistance, and providing

strategies for overcoming it, this new book generates insight into new facets of influence and persuasion. With contributions from the leaders in the field, this book presents original ideas and research that demonstrate how understanding resistance can improve persuasion, compliance, and social influence. Many of the authors present their research for the first time. Four faces of resistanc
