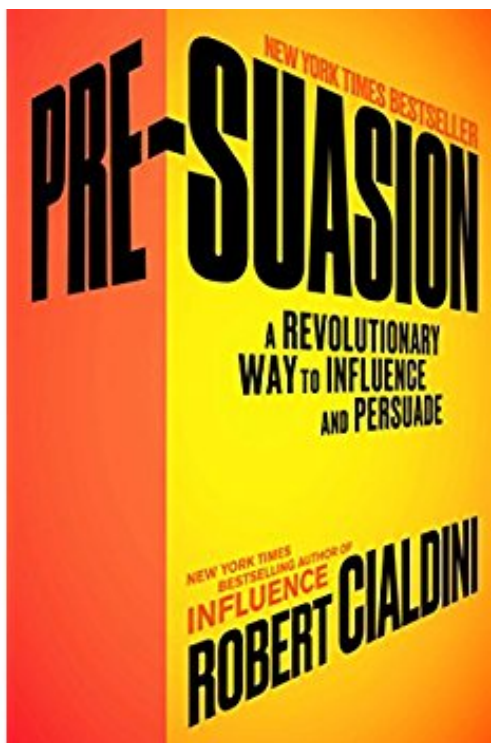


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Synopsis :

Review 'The great social psychologist Robert Cialdini has written another timeless and indispensable book about the psychology of influence. I'll be recommending it for years and years.'—Amy Cuddy, Associate Professor of Business Administration at Harvard Business School, and author of Presence 'Extends the science of persuasion in several important ways....an essential tool for anyone serious about science-based business strategies. Pre-Suasion is well worth the long wait, and is destined to be an instant classic. The book belongs on the shelf of anyone in business, from the CEO to the newest salesperson.'—Forbes 'An utterly fascinating read on how the most important drivers of persuasion aren't the words we choose in the moment, but how we set the stage beforehand. Robert Cialdini is the world's foremost expert on influence, and you will never look at it the same way again.'—Adam Grant, professor of Management and Psychology at the Wharton School, and author of Originals and Give and Take 'Digging down into how people make decisions at a primitive level is the specialty of author Robert Cialdini, a guru to salesmen and marketers since the publication of his 1984 book Influence. In his new book Pre-Suasion: A Revolutionary Way to Influence and Persuade, he returns with more tips about how to slither your way into people's minds and rearrange what you find there.'—New York Post 'No psychologist's research has been used more often or successfully than that of Robert Cialdini, who literally "wrote the book" on influence. Now, he's done it again, showing us the power of the moment before an attempt to persuade. This is classic Cialdini—authoritative, original, and immediately practical.'—Richard H. Thaler, Charles R. Walgreen Distinguished Service Professor of Behavioral Science and Economics at The University of Chicago Booth School of Business, co-author of Nudge, and author of Misbehaving 'Robert Cialdini's Influence is, by a wide margin, the book that I recommend most often. Pre-Suasion may be even more shockingly insightful.'—Chip Heath, Professor of Organizational Behavior at Stanford Graduate School of Business, and co-author of Switch and Made to Stick '[Pre-Suasion] is sure to be an important contribution to the fields of social psychology and behavioral economics...detailed, readable, and fascinating, this book may cause the reader to wonder whether unbiased decisions are possible.'—Publishers Weekly 'A fascinating and engaging glimpse into the world of persuasion, and it's a lot more pervasive and evanescent than we might think.'—BizEd 'Books employing social science are very popular these days, but so are books on workplace culture. Pre-Suasion reminds us that there is a connection between the two, that using insights from behavioral science and social psychology can yield huge dividends if used accordingly and ethically.'—800CEOREAD 'Exhaustively reviews the research not on how to influence others but on how to make people ready to be influenced....chapter after chapter piles on the experimental evidence from the field and the lab....Scholars, teachers and researchers will find the endnotes invaluable, because here, with his usual clarity and charm, Mr. Cialdini addresses academic concerns—such as the debate about the persistence and strength of change that can be produced in a brief lab study or field intervention—and explains many studies in detail, with more anecdotes to illustrate them....the overall message of this book is compelling.'—The Wall Street Journal 'Fascinating and useful read. An instant classic.'—Michael Mauboussin 'Robert Cialdini is perhaps the foremost expert on effective persuasion....Cialdini's latest book, Pre-Suasion, builds on that work, arguing that the best persuaders aren't merely eloquent charmers with well-crafted, finely tuned arguments; they're also

creative preparers who focus on finding the best ways to launch their offers and ideas....The book provides a vast catalogue of research and techniques, many of them marketing related.'—HARVARD BUSINESS REVIEW“Best Sales and Marketing Book of 2016.”—Geoffrey James, Inc.com Read more About the Author Robert Cialdini is recognized worldwide for his inspired field research on the psychology of influence. He is a New York Times bestselling author. His books, including Influence, have sold more than three million copies in thirty-three languages. Dr. Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and the president and CEO of Influence at Work, an international company that provides keynotes and influence training on how to use the lessons in Dr. Cialdini's books ethically and effectively. Read more See all Editorial Reviews

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