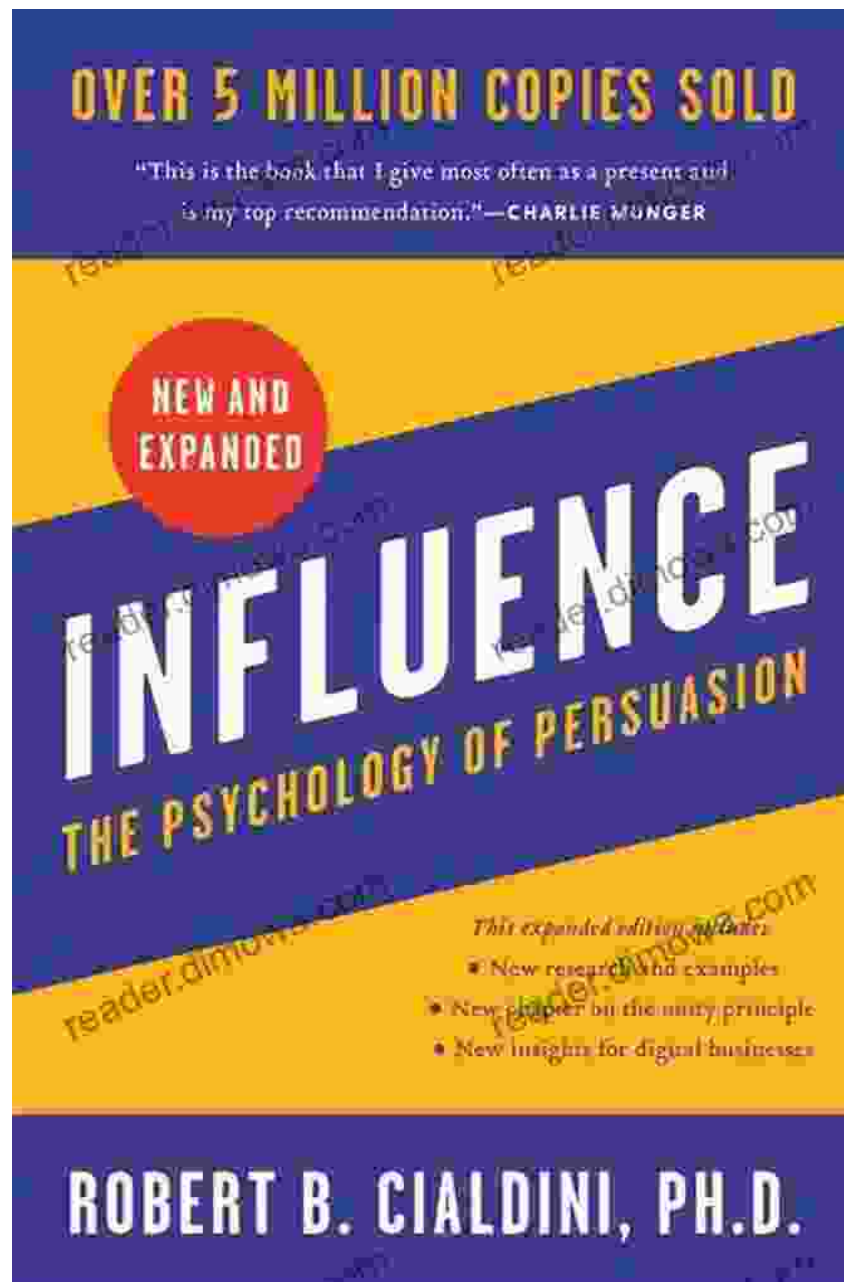
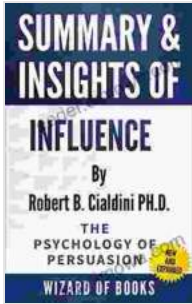


# Influence, New and Expanded: The Classic Book on Persuasion

By Robert B. Cialdini



Summary & Insights Of Influence, New and Expanded: The Psychology Of Persuasion By Robert B. Cialdini



by Wizard Of Books

★★★★☆ 4 out of 5

Language : English

File size : 281 KB

Text-to-Speech : Enabled

Enhanced typesetting: Enabled

Print length : 63 pages

Lending : Enabled

Screen Reader : Supported

Paperback : 137 pages

Item Weight : 15.4 ounces

Dimensions : 8.27 x 0.31 x 11.69 inches



In his groundbreaking book on persuasion and influence, *Influence*, Robert Cialdini introduced the world to the six principles of influence: reciprocity, liking, authority, social proof, scarcity, and consistency. These principles have since become the cornerstone of marketing, sales, leadership, and negotiation.

Now, in this fully revised and updated edition, Cialdini draws on decades of additional research to expand and refine the principles of influence. He provides new insights into how to use these principles ethically and effectively, and he explores the dark side of influence, showing how the principles can be used to manipulate and deceive.

*Influence, New and Expanded* is the definitive book on persuasion and influence. It is a must-read for anyone who wants to learn how to influence others ethically and effectively.

## **The Six Principles of Influence**

1. **Reciprocity:** People are more likely to do something for you if you have done something for them.
2. **Liking:** People are more likely to be persuaded by someone they like.
3. **Authority:** People are more likely to obey an authority figure.
4. **Social proof:** People are more likely to do something if they see others doing it.
5. **Scarcity:** People are more likely to want something if it is rare or scarce.
6. **Consistency:** People are more likely to stick with something if they have already committed to it.

## What's New in the Expanded Edition?

The expanded edition of *Influence* includes:

- New insights into how to use the principles of influence ethically and effectively
- Exploration of the dark side of influence, showing how the principles can be used to manipulate and deceive
- Updated research and case studies
- A new chapter on the importance of influence in the digital age

## Reviews

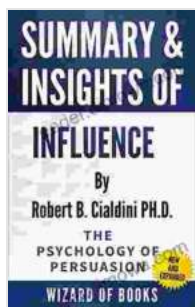
"Cialdini's book is a must-read for anyone who wants to understand the psychology of influence. It is a classic in the field of persuasion and has been translated into 30 languages." - ***The New York Times***

"Influence is the definitive book on persuasion and influence. It is a must-read for anyone who wants to learn how to influence others ethically and effectively." - **BusinessWeek**

"Cialdini's book is a goldmine of information on how to persuade others. It is a must-read for anyone in sales, marketing, or leadership." - **Entrepreneur**

## Free Download Your Copy Today!

*Influence, New and Expanded* is available now in bookstores and online. Free Download your copy today and learn how to influence others ethically and effectively.



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