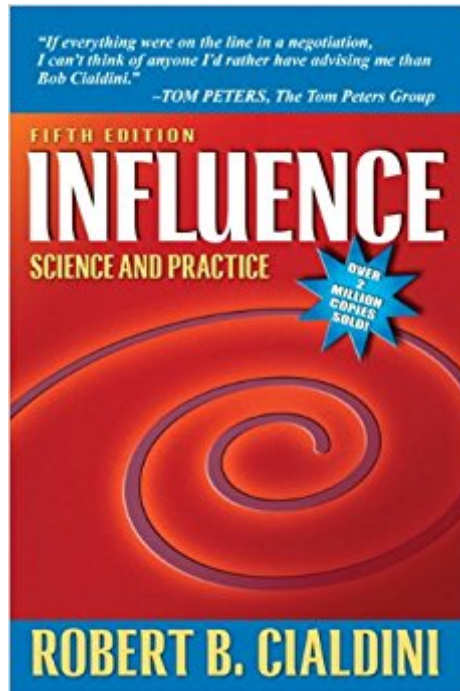




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# Influence: Science And Practice (5th Edition)



## Synopsis

**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: reciprocity, consistency, social proof, liking, authority, and scarcity.

## Book Information

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## Customer Reviews

Here's what people are saying about the material in **INFLUENCE: Science and Practice**:

"This marvelous book explains in clear, practical language the ways in which we become persuaded. It offers excellent insights for those who sell, but even more importantly for all of us who negotiate and buy."

—ROGER FISHER, Director, Harvard Negotiation Project, Co-author of *Getting to Yes*

"For marketers, it is among the most important books written in the last 10 years."

—JOURNAL OF MARKETING RESEARCH

"The best sales tip I ever got was encouragement to read **INFLUENCE** by Dr. Robert Cialdini. It was so profound and insightful, I read it three times in a row."

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It would be marvelous

reading for students taking Social Psychology. • “DAVID MYERS, Hope College • The book is tremendously entertaining and very popular with students. It makes excellent reading for a Consumer Behavior or Advertising class. • “ALAN J. RESNIK, Portland State University • INFLUENCE should be required reading for all business majors. • “JOURNAL OF RETAILING

Over 1.5 million copies sold! What factors cause someone to say yes? And which techniques most effectively use these factors to bring about such compliance? In his bestselling book, Robert Cialdini, former salesperson, fundraiser, and advertiser, and current professor of social psychology, examines the science and practice of persuasion and compliance. Praised for its enjoyable writing, practical suggestions, and scientifically documented content, prior editions have been widely read by business professionals, fundraisers, and those interested in psychology. The new edition includes: • twice as many first hand accounts of how the book's principles apply to business and personal lives; • updated coverage of popular culture and new technology; and • more on how compliance principles work in many cultures. • Here's what people are saying about INFLUENCE: Science and Practice: • This marvelous book explains in clear, practical language the ways in which we become persuaded. It offers excellent insights for those who sell, but even more importantly for all of us who negotiate and buy. • “ROGER FISHER, Director, Harvard Negotiation Project, Co-author, Getting to Yes • Bob Cialdini is the most brilliant student of influence and negotiation I've encountered. If everything were on the line in a negotiation, I can't think of anyone I'd rather have advising me. • “TOM PETERS, The Tom Peters Group • This book is the de facto standard to learn the psychology of persuasion. If you don't read it, I hope you enjoy pounding your head against the wall and throwing away marketing dollars. • “GUY KAWASAKI, CEO, Garage.com • His book should be in every sales and marketing person's briefcase and reread frequently. • “R. CRIAG WILSON, Sr. Vice President, Sales Manager, Northern Trust • Robert B. Cialdini is a well known and influential speaker who gives frequent speeches on The Power of Ethical Influence to such organizations as IBM, the Mayo Clinic, and NATO. He is currently Regents Professor of Psychology at Arizona State University, where he has also been named Graduate Distinguished Research Professor. He is past president of the Society of Personality and Social Psychology. He attributes his longstanding interest in the intricacies of social influence to the fact that he was raised in an entirely Italian family, in a predominantly Polish neighborhood, in a historically German city (Milwaukee), in an otherwise rural state. •

As an author of books on selling, I keep an eye out for the best books on sales and sales psychology. This book is a game changer. In reply to the few one star reviews...It has been stated in the uncharitable reviews, that the entire content of the book could have been written in a few pages. I agree, at first look, this would seem true. The Harvard Business Review article "Harnessing the Science of Persuasion" by Cialdini, from their October 2001 issue....is a good example. You can even get the Six Principles from the books Table Of Contents...save yourself some time. But sales ideas have to not just be listed....not just explained...they have to be sold. Examples have to be given, Principles have to be explained...we need proof. And you need the entire book to do that. The people who read a short article by the author, maybe read the ideas...but nothing else happens. Salespeople are changed by the content of this book, like with all great sales books. For salespeople to benefit from a sales book, the ideas have to be explained, understood, proven, accepted, and made real. This book does that. I own perhaps 2,000 books on the subject of selling. This is certainly in the top 5.

What a well written book on the power of influence mostly from an influence professional point of view. I like the real world examples. While reading this book I took detailed notes to use in later situations. My first real experiments with the principals went extremely well. There is one concept in this book that will remain with me forever. People buy items for others they like and can see themselves in. Profound and so simplistic I never put it together in that way. Just one of the many basic concepts that are easy to understand and can be adapted to your situation and used to ensure that you have a greater chance of successfully influencing others. I even saw some carryover from this book to parenting.

Why can some people sell you something you don't want? Does a free 'gift' really convince you to donate money or buy something you didn't want? Does the order you're shown things of different expense affect how likely you are to buy them? This book provides the answers in an entertaining way, along with many others. I was astonished to see just how susceptible we are to manipulation of the social rules which guide us in day-to-day life. The author includes a large number of anecdotes, backed up by studies and references. It was a fun, quick read, and it will affect how I deal with solicitations and salesmen from now on. Conversely if you are a salesperson looking to get better at your job, this book will help. On the down side, many of the first person examples about the author and his various relatives come across as a bit contrived. A minor annoyance in an otherwise great

book. I'd recommend 'Influence' to anyone as a useful, entertaining read. Well worth the time.

Good read!! And, this was an excellent tool for a newcomer to marketing to help understand the process of connecting with people to make them want to do business with you. Great tips. I've tried them and noticed a BIG difference, including gaining a few new customers.

The book is very interesting, but it is also in need of more recent updates. Some of this reminds me of Vance Packard's Hidden Persuaders, but applied to more direct sales. I have seen many of these tactics and recognize them. Someone less familiar with sales techniques would benefit greatly by the analysis of why we do what we do. If it does nothing more than make the reader aware of the manipulation of salespeople, it is worth reading. Everyone should be made aware of the tactics so they can defend themselves.

I love these sorts of books that delve into the human psyche and attempt to explain why we do things. If you read this book you will certainly learn something about human nature and most likely it will be something you didn't appreciate. Better understanding why people do things and how others attempt to use human nature against us can only better equip you to deal with these attempts to influence you. The book is easy to read and follows naturally from subject to subject. It is certainly engaging all the way through and the only criticism I could make is that I found the book ended too soon. I would have liked to see a little more development of the material already covered but it was certainly more than adequate. If you like to understand why people do the things they do then this book is certainly for you. It will show you how easily we all can be influenced and what triggers these responses in us. If you are in business then this book will help you better understand how you can use influence to improve your bottom line. If you are not in business then the book is still a very worthwhile read as the impact of influence is all around us and impacting us everywhere we go. Understanding the basics is going to make it much easier for you to be in control rather than surrendering to automatic responses programmed into our nature. In summary, a very entertaining and enlightening book that anyone who is interested in what we tick will find interesting.

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