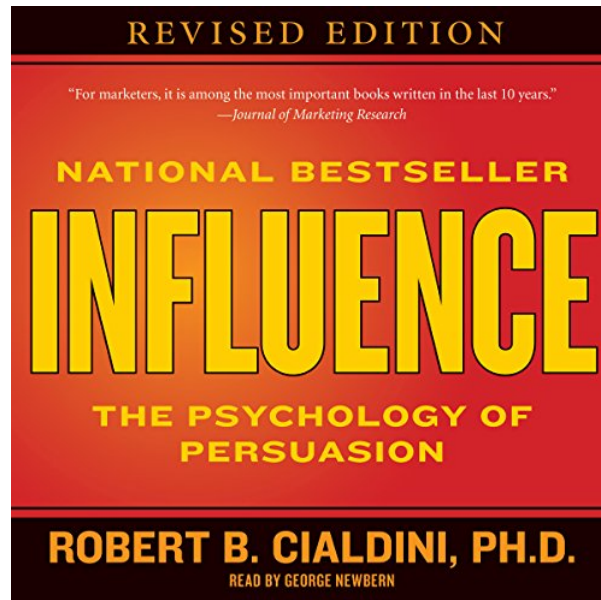# Download Influence: The Psychology of Persuasion Online Book PDF by Robert B. Cialdini

Synopsis:

Influence, the classic book on persuasion, explains the psychology of why people say yes - and how to apply these understandings.

Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His 35 years of rigorous, evidence-based research, along with a three-year program of study on what moves people to change behavior, has resulted in this highly acclaimed book.

You'll learn the six universal principles, how to use them to become a skilled persuader - and how to defend yourself against them. Perfect for people in all walks of life, the principles of *Influence* will move you toward profound personal change and act as a driving force for your success.