

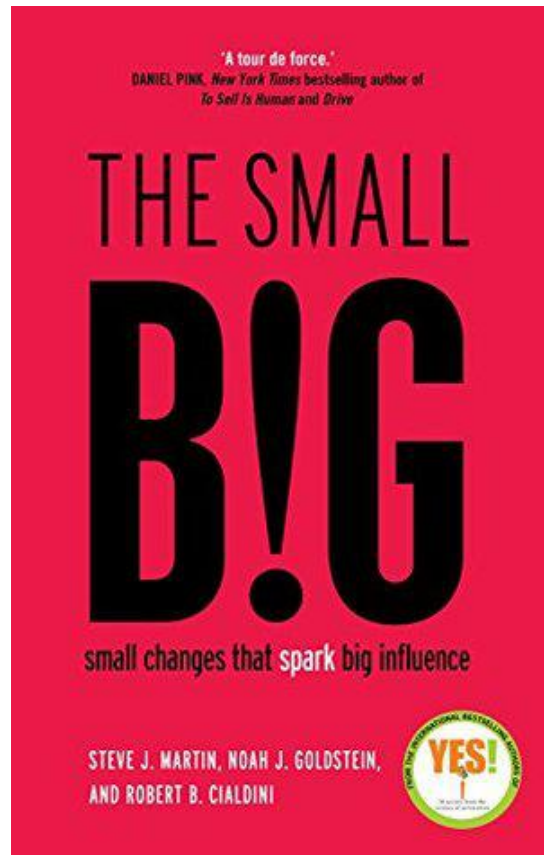
## READ The Small Big: Small Changes That Spark Big Influence by Steve J. Martin [EPUB]

### Detail Book:

- **Title:** The Small Big: Small Changes That Spark Big Influence
- **Author:** Steve J. Martin
- **Publish:** 2014-08-28
- **Format:** Kindle Edition
- **Pages:** 240 Pages
- **ISBN:** n/A
- **Language:** Eng



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### Book Synopsis:

At some point today you will have to influence or persuade someone - perhaps ask a colleague a favour, negotiate with a contractor or get your spouse to put out the recycling. In the small BIG, three heavyweights from the world of persuasion science and practice - Steve Martin, Noah Goldstein and Robert Cialdini - describe how, in today's information-overloaded world, it is now the smallest changes that lead to the biggest differences in results.