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read Influence, recognized how one of the principles worked on (or for) them in a particular instance, and wrote to me describing the event. Their descriptions, which appear in the Reader's Reports at the end of each chapter, illustrate how easily and frequently we can fall victim to the pull of the influence process in our everyday lives.

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Department of Psychology, Arizona State University, Tempe, Arizona 85287-1104; email:

Robert.Cialdini@asu.edu, Noah.Goldstein@asu.edu ... SOCIAL INFLUENCE 593 as on the eventual outcome of the influence attempt. After receiving a request, targets use their feelings as cues for effective responding. For example, Whatley et al.

SOCIAL INFLUENCE Compliance and Conformity

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Dr. Robert Cialdini, author of the groundbreaking book, Influence, and president of INFLUENCE AT WORK, is widely regarded as the "Godfather of influence" because of his years of scientific research on the psychology of influence.

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classic, Influence: The Psychology of Persuasion, is a must-read for businesspeople and entrepreneurs. Grounded in solid research, the book introduces readers to the six key principles of persuasion: reciprocity, consistency and commitment, social proof, liking, authority, and scarcity.

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book Influence: The Psychology of Influence¹ is the ability of one person to influence another. I recommend it, although many of the principles of one-on-one influence change when you move into the realm of mass influence—the ability of one person to influence large groups of people.

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