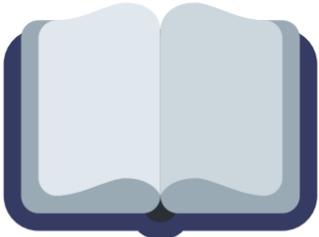


# INFLUENCE



## ROBERT CIALDINI

Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.



## BOOK

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*Although there are thousands of different tactics that compliance practitioners employ to produce yes, the majority fall within six basic categories. Each of these categories is governed by a fundamental psychological principle that directs human behavior and, in so doing, gives the tactics their power.*



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## THE 6 PRINCIPLES OF PERSUASION



1. **Reciprocation** = We are inclined to accept requests from someone that already helped us in the past.



2. **Commitment** = The act that someone accepts to do something for us, locks his identity and the expectations that we have toward his behavior.



3. **Social proof** = Knowing what others do in uncertain situations guide us to know what is the best behaviour to perform.



4. **Liking** = We want to make sure that we are putting in our ultimate energy for the tasks that are centered upon the people who hold special places in our lives.



5. **Authority** = We are more intended to believe in the ideas and talks of a person who holds a specific level of authority or title in terms of his/her profession and personality.



6. **Scarcity** = We are inclined towards the things that are less in number because of our fear to lose them.

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## TO DISCOVER IN THE BOOK



1. Attaining the "Yes" from the others.
2. Counter-act these principles.
3. Interesting illustrative stories.
4. Interesting illustrative research experiments.
5. A better understanding of human behaviour.