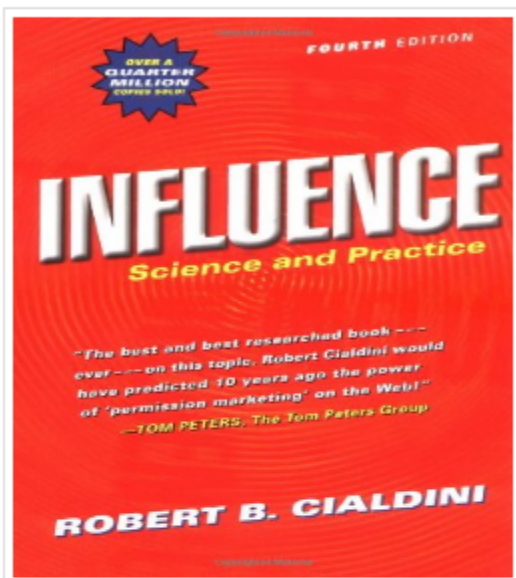




MEDICAL BOOKS : INFLUENCE: SCIENCE AND PRACTICE (4TH EDITION) REVIEWS

Posted on 02 July 2010

Tags: [edition](#), [Influence](#), [Practice](#), [Reviews](#), [Science](#),



Influence: Science & Practice (4th Edition)

Book Description:

2001 – Allyn & Bacon – 4th Edition – Paperback Influence: Science & Practice by Robert B. Cialdini very popular Collectible

Influence : Science & Practice is a study of the psychology of compliance (ie expose into say which factors into a person "yes" into another application). combined in a narrative style with scientific research Posted Cialdini evidence linking from experimental work with the techniques & strategies he gathered while working as a salesman, fundraiser, advertiser, & in other positions within the organizations, which usually say into use compliance tactics into us, " Yes. " heavily used in the classes, & for people who successfully sold the business, recalls the much-anticipated revision of the influence of the reader the power of persuasion.

Cialdini organizes compliance techniques into six categories on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority & scarcity.