



Influence: Summary of the Key Ideas - Original Book by Robert B. Cialdini: The Psychology of Persuasion

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How is it that we fall so easily for something that we do not need or have never even thought of before? The power of persuasion and manipulation leads us to make decisions that are not really based on our individual interests, but since we are uncertain about making a strong decision, we start following others, without giving it much logical thought.

Who should read this book:

- Anyone looking to differentiate between making a decision based on rational thinking and making a decision influenced by external factors.
- Anyone who wants to learn how to influence others with marketing techniques based on psychological aspects.
- Anyone who has difficulties with saying “no”.

In this summary:

Chapter 1: Understand and identify offers or favors

Chapter 2: Reciprocation with the "rejection and retreat" tactic helps gain compliance

Chapter 3: Scarcity often works against us

Chapter 4: What you cannot have access to captures your interest more than something you can access easily

Chapter 5: Commitment makes us want to keep our word and perform actions as we stated

Chapter 6: Social proof may also act as a source of manipulation

Chapter 7: When we are uncertain, we look to others for proof

Chapter 8: Being able to relate to someone can influence us big time

Chapter 9: Looks can deceive

Chapter 10: Authority labels can change our behavior

Chapter 11: Final Summary

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Ollie Nadeau:

Spent a free time for you to be fun activity to do! A lot of people spent their down time with their family, or their particular friends. Usually they carrying out activity like watching television, likely to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Will you something different to fill your own free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the e-book untitled Influence: Summary of the Key Ideas - Original Book by Robert B. Cialdini: The Psychology of Persuasion can be excellent book to read. May be it is usually best activity to you.

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