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Robert is a brilliant writer who well earns his accolade as the 'seminal expert in the rapidly expanding field of influence and persuasion' as he sets out how the five psychological principles of consistency, reciprocation, social proof, liking and scarcity direct human behaviour to give these tactics their power.

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Robert Cialdini is a renowned psychologist and researcher at the University of Arizona (USA). He gained international recognition after publishing his first book, Influence: The Psychology of Persuasion, in 1984. Robert Cialdini worked on the book for three years, relying on secrecy and deception.

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Influence: The Psychology of Persuasion, Revised Edition ...

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Cialdini, R. B. (1984). *Influence: The Psychology of Persuasion* (ISBN 0-688-12816-5). Also published as the textbook *Influence: Science and Practice* (ISBN 0-321-01147-3). Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Boston: Allyn & Bacon. ISBN 978-0-205-60999-4. *Yes! 50 Scientifically Proven Ways to be Persuasive*. Authors: Noah J. Goldstein, Steve J. Martin and Robert B. Cialdini.

Robert Cialdini - Wikipedia

His book, *Influence: The Psychology of Persuasion*, is the guiding light for how I conduct business—and in many ways how I live my life. In short, Cialdini is the “godfather of influence.” He is to changing people’s minds what Martha Stewart is to changing people’s lifestyle.

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treated us. The idea of reciprocity says that people, by nature, feel obliged to provide discounts or concessions to others if they've received favors from those same people.

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