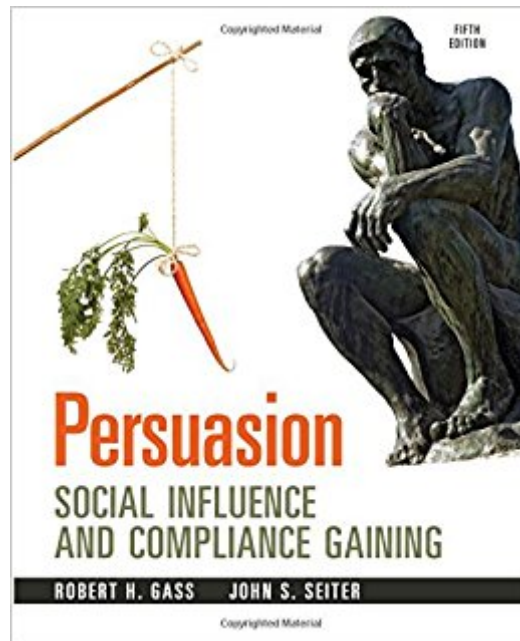




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# Persuasion: Social Influence And Compliance Gaining, 5e



## Synopsis

Persuasion: Social Influence and Compliance Gaining first helps students understand established theories and models of persuasion.Â It then encourages them to develop and apply general conclusions about persuasion in real-world settings. The 5th edition explores how social media continues to be a form of influence, but it also looks at grassroots movements, such as the Tea Party and Occupy Wall Street, and traditional forms of persuasion, such as advertising, marketing, and political campaigning.

## Book Information

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## Customer Reviews

Robert H. Gass, California State University, FullertonJohn S. Seiter, Utah State University

I have this as a textbook for a class on Persuasion, and it surprises me how much I enjoy reading this. The ideas are very clearly organized and funny anecdotes are littered throughout. Sometimes I forget I'm reading this for class I end up enjoying it so much. This is a good read for anyone interested in learning to be more persuasive or trying to detect persuasion more in their lives.

A good introduction to the theoretical underpinnings of persuasion and the forms it can take, the types of people who are most susceptible to it, as well as its use in corporate language, advertising and PR. What I felt was missing was a roadmap of how one can be more influential in practical terms. That said, I still have a chapter or two left...

Helpful, detailed, easy read!

Great book needed for school -super easy read- quick delivery

I didn't use it because I got to cancel my class but I read the first page. It's certainly worth the reading!

Came in great condition! Helped me save a huge amount of money because college textbooks can be so expensive. Arrived in about a week which was convenient. Definitely would recommend.

Unsatisfactory

I had to read this book for a communications class at Regent University and it has been the most entertaining and informative textbooks I have yet to read. It's even one of the most entertaining books that I've read, PERIOD.

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Persuasion: The Key To Seduce The Universe! - Become A Master Of Manipulation, Influence & Mind Control (Influence people, Persuasion techniques, Persuasion psychology, Compliance management) Persuasion: Social Influence and Compliance Gaining, 5e The Art of Persuasion for Mutual Benefit: The Win-Win Persuasion (persuasion techniques, influence people, psychology of persuasion) Manipulation: Proven Manipulation Techniques To Influence People With NLP, Mind Control and Persuasion! ( Persuasion, Mind Control, Influence People) Persuasion: How To Influence People - Ninja NLP Techniques To Control Minds & Wallets (Persuasion, Influence) Persuasion: Influence People - Specific Words, Phrases & Techniques to Unlock People's Brains (Persuasion, Influence, Communication Skills) Persuasion: Psychology of Selling - Secret Techniques To Close The Deal Every Time (Persuasion, Influence) Persuasion: Dark Psychology - Techniques to Master Mind Control, Manipulation & Deception (Persuasion, Influence, Mind Control) NLP: Persuasive Language Hacks: Instant Social Influence With Subliminal Thought Control and Neuro Linguistic Programming (NLP, Mind Control, Social Influence, ... Thought Control, Hypnosis, Communication) Health Care Fraud and Abuse: A Physician's Guide to Compliance (Billing and Compliance) Compliance Management: A How-to Guide for Executives, Lawyers, and Other Compliance Professionals Charisma: Discover How to be More Charismatic, Enhance Your Social

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