



# A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion"

By eBokkos



Download



Read Online



Get Print Book

## A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos

Influence explains why people say "yes" - and how to apply this knowledge.

This schematic eBokkos summary helps you quickly to understand the key principles and ideas so that you can apply them in your business or your personal life to get your message across. It also helps you to uncover and to defend against compliance tactics.

Each of the six key principles is represented in a full page high resolution mind map including explanatory notes and a "How to say no" to help you resist any compliance tactics.

In addition the entire mind map (7065px in height and 4467px in width at 212dpi) is included which is however best viewed on devices larger than the standard Kindle Paperwhite or even better on any of the large scale posters (format A0, A1, A2, A3, printed on 190gsm Premium Photo Satin paper available on ebokkos.com), "Because a picture is worth a thousand words."

Get inspired, get fresh ideas, download your eBokkos summary today.

---

There is a fine line between influence and manipulation. Dr. Cialdini has uncovered and researched six basic principles of influence.

### 1. Reciprocity

People tend to return a favor.

In one experiment it was found that people bought twice as many raffle tickets from a stranger if he first gave them a can of Coke.

Krishna members give you a flower before asking for a donation.

The power of the "free gift" makes you want to give something back or buy

something in return, e.g. the cubes of cheese in food halls, wine tastings, the Tupperware party.

A more subtle version comes when one feels bound to respond to a concession. "Will you buy my raffle tickets for \$10?" "No" "Will you but two chocolate bars for \$2?" Often we feel we should reward the concession of the requestor sometimes just to get rid of him.

The most stunning example given concerns the Watergate break-in. Apparently Liddy first presented an absolutely outrageous plan. When he was told "no" he later came back with a less costly but still outrageous plan. After a second "no" he finally came up with a stupid but even less expensive plan which several apparently sane men approved.

## 2. Commitment & Consistency

People tend to be consistent and honor a commitment.

Car salesmen exploit this trait by making fantastic offers in order to make a customer decide to buy a car. After some paper work, the customer is unlikely to want to flake out on the deal even if the price balloons, because of a "mistake".

Telephone marketers routinely ask: "How are you feeling this evening, Mr Jones?" Apparently, once you have said you feel fine, it is hard to refuse to give to the anti-cancer fund or to help a third-world orphan, even though the initial question and answer were for all appearances a stylized exchange.

...

 [Download A comprehensive mind map of Robert B. Cialdini&#03 ...pdf](#)

 [Read Online A comprehensive mind map of Robert B. Cialdini&# ...pdf](#)

# A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion"

*By eBokkos*

**A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos**

Influence explains why people say "yes" - and how to apply this knowledge.

This schematic eBokkos summary helps you quickly to understand the key principles and ideas so that you can apply them in your business or your personal life to get your message across. It also helps you to uncover and to defend against compliance tactics.

Each of the six key principles is represented in a full page high resolution mind map including explanatory notes and a "How to say no" to help you resist any compliance tactics.

In addition the entire mind map (7065px in height and 4467px in width at 212dpi) is included which is however best viewed on devices larger than the standard Kindle Paperwhite or even better on any of the large scale posters (format A0, A1, A2, A3, printed on 190gsm Premium Photo Satin paper available on ebokkos.com), "Because a picture is worth a thousand words."

Get inspired, get fresh ideas, download your eBokkos summary today.

---

There is a fine line between influence and manipulation. Dr. Cialdini has uncovered and researched six basic principles of influence.

## 1. Reciprocity

People tend to return a favor.

In one experiment it was found that people bought twice as many raffle tickets from a stranger if he first gave them a can of Coke.

Krishna members give you a flower before asking for a donation.

The power of the "free gift" makes you want to give something back or buy something in return, e.g. the cubes of cheese in food halls, wine tastings, the Tupperware party.

A more subtle version comes when one feels bound to respond to a concession. "Will you buy my raffle tickets for \$10?" "No" "Will you but two chocolate bars for \$2?" Often we feel we should reward the concession of the requestor sometimes just to get rid of him.

The most stunning example given concerns the Watergate break-in. Apparently Liddy first presented an

absolutely outrageous plan. When he was told "no" he later came back with a less costly but still outrageous plan. After a second "no" he finally came up with a stupid but even less expensive plan which several apparently sane men approved.

## 2. Commitment & Consistency

People tend to be consistent and honor a commitment.

Car salesmen exploit this trait by making fantastic offers in order to make a customer decide to buy a car. After some paper work, the customer is unlikely to want to flake out on the deal even if the price balloons, because of a "mistake".

Telephone marketers routinely ask: "How are you feeling this evening, Mr Jones?" Apparently, once you have said you feel fine, it is hard to refuse to give to the anti-cancer fund or to help a third-world orphan, even though the initial question and answer were for all appearances a stylized exchange.

...

## **A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Bibliography**

- Sales Rank: #1403890 in eBooks
- Published on: 2015-06-02
- Released on: 2015-06-02
- Format: Kindle eBook

 [Download A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Bibliography.pdf](#)

 [Read Online A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Bibliography.pdf](#)

## **Download and Read Free Online A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos**

---

### **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **Corrina Sutton:**

As people who live in the particular modest era should be change about what going on or data even knowledge to make these keep up with the era that is certainly always change and progress. Some of you maybe will probably update themselves by studying books. It is a good choice for you but the problems coming to a person is you don't know which one you should start with. This A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" is our recommendation so you keep up with the world. Why, because this book serves what you want and want in this era.

##### **Lee Erbe:**

Nowadays reading books become more than want or need but also become a life style. This reading habit give you lot of advantages. Associate programs you got of course the knowledge the actual information inside the book that will improve your knowledge and information. The data you get based on what kind of publication you read, if you want send more knowledge just go with schooling books but if you want experience happy read one using theme for entertaining for example comic or novel. Often the A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" is kind of guide which is giving the reader capricious experience.

##### **Roy Matsumoto:**

Reading a book to become new life style in this yr; every people loves to read a book. When you examine a book you can get a lots of benefit. When you read ebooks, you can improve your knowledge, due to the fact book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you would like get information about your examine, you can read education books, but if you want to entertain yourself you are able to a fiction books, this sort of us novel, comics, as well as soon. The A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" provide you with new experience in studying a book.

##### **Lupe Holloway:**

Some individuals said that they feel fed up when they reading a guide. They are directly felt the idea when they get a half portions of the book. You can choose typically the book A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" to make your personal reading is interesting. Your own personal skill of reading talent is developing when you like reading. Try to choose simple book to

make you enjoy to learn it and mingle the feeling about book and examining especially. It is to be first opinion for you to like to start a book and learn it. Beside that the book A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" can to be your brand new friend when you're truly feel alone and confuse in doing what must you're doing of that time.

**Download and Read Online A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos #4XNQRDPC6YZ**

## **Read A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos for online ebook**

A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos books to read online.

## **Online A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos ebook PDF download**

**A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Doc**

**A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos Mobipocket**

**A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos EPub**