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Yes!: 50 Scientifically Proven Ways to Be Persuasive

By Noah J. Goldstein Ph.D., Steve J. Martin, Robert Cialdini Ph.D.



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Yes!: 50 Scientifically Proven Ways to Be Persuasive By Noah J. Goldstein Ph.D., Steve J. Martin, Robert Cialdini Ph.D.

Learn how small changes can make a big difference in your powers of persuasion with this *New York Times* bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life.

Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too.

Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader.

Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom.

Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.



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Editorial Review

From Publishers Weekly

Goldstein, Martin and Cialdini meld social psychology, pop culture and field research to demonstrate how the subtle addition, subtraction or substitution of a word, phrase, symbol or gesture can significantly influence consumer behavior. Interspersing references to Britney Spears, the Smurfs and *Sex and the City* with more academic concepts such as loss aversion and the scarcity principle, the authors illustrate the simple and surprising approaches that can hone a company's marketing strategies. Witty chapters detail the allure of the yellow Post-it, the tip-garnering capabilities of an after-dinner mint, how highlighting a product's weaknesses can increase its appeal, the powerful role of third-party testimonials, how doctors can convince patients to adopt healthier choices by prominently displaying academic credentials in their offices, and how mirroring another person's gestures can elicit a more generous response by strengthening a perceived bond. While written primarily for a marketing audience, this amusing book has equal value and appeal for executives, salespeople—even parents trying to persuade their kids to do homework. (June) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

"'Yes!' is the single best introduction to and distillation of research and wisdom on how to change people's minds, including your own." -- Warren Bennis, Distinguished Professor of Business, University of Southern California, author of "On Becoming a Leader" and coauthor of "Judgment: How Winning Leaders Make Great Calls"

"This easy-to-read summary of the social-psychological research on persuasion really does tell people how to get to 'yes.' Since we are all selling something, including ourselves, all the time, everyone can, and will be, reading this amazing book." -- Jeffrey Pfeffer, professor, Stanford Graduate School of Business, and author of "What Were They Thinking? Unconventional Wisdom About Management"

"'Yes!' is the 'Freakonomics' of social psychology. This book changed my way of looking at the world. This thinking is the real deal. Don't miss out!" -- Daniel Finkelstein, Comment Editor, "The Times" (London)

"If you had a team of bright guys looking for research that you can actually use to improve your effectiveness, and they wrote it up for you with wit and style, putting it in nifty little reports of three to five pages, would that be useful? YES! This book is the trifecta: first-rate research, lively writing, and practical advice. Read it, enjoy it, use it." -- Dale Dauten, nationally syndicated King Features columnist and author of "The Gifted Boss"

About the Author

Noah Goldstein is a protege of Cialdini's. He is an assistant professor at the University of Chicago Graduate School of Business. He earned a Ph.D. in psychology under Robert Cialdini at Arizona State University in 2007, and he has published research with Cialdini in the *Journal of Personality and Social Psychology*.

Steve Martin is the UK-based co-director of Influence at Work. Prior to joining with Robert Cialdini's consulting group, he held a number of positions in sales, marketing, and management at several blue-chip companies.

Robert Cialdini is recognized worldwide for his inspired field research on the psychology of influence. He is a *New York Times* bestselling author. His books, including *Influence*, have sold more than three million copies in thirty-three languages. Dr. Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and the president and CEO of Influence at Work, an international company that provides keynotes and influence training on how to use the lessons in Dr. Cialdini's books ethically and effectively.

Users Review

From reader reviews:

Winston Nakashima:

Spent a free time for you to be fun activity to accomplish! A lot of people spent their leisure time with their family, or their own friends. Usually they accomplishing activity like watching television, gonna beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Could possibly be reading a book may be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you want to try out look for book, may be the guide untitled Yes!: 50 Scientifically Proven Ways to Be Persuasive can be very good book to read. May be it could be best activity to you.

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