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# Perspectives on Persuasion, Social Influence, and Compliance Gaining

By John S. Seiter, Robert H. Gass



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John S. Seiter, Robert H. Gass

This collection of chapters--written by some of the most important persuasion scholars of our time--represents the scope, depth, and richness of the field of persuasion. With contributions from authors in a wide variety of disciplines, *Perspectives On Persuasion, Social Influence, and Compliance Gaining* provides readers with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives.



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### **Editorial Review**

From the Back Cover

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#### **Features:**

- Students gain insights directly from those who produced the theories and research, as these top-notch scholars reflect on the development of the theory or research, where it is going, and where it has been.
- The contributors come from multiple disciplines, including communication, psychology, and business, offering students multiple perspectives on the content.
- Introductions to each section provide students with the rationale for student, an appreciation of ethics, an orientation to each chapter, and an understanding of each chapter's contribution to the field.
- Early chapters on conceptualizations of persuasion, the history of the field, and theoretical developments give students the background necessary for understanding what persuasion is and how it functions
- Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice.
- Concrete examples of theories and concepts bring the text to life and help students more easily understand the material.
- Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion.

### **Users Review**

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

##### **Dawn Hicks:**

Reading a reserve tends to be new life style within this era globalization. With looking at you can get a lot of information which will give you benefit in your life. Using book everyone in this world can share their idea. Guides can also inspire a lot of people. A great deal of author can inspire their own reader with their story or perhaps their experience. Not only the storyplot that share in the textbooks. But also they write about the data about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors nowadays always try to improve their skill in writing, they also doing some investigation before they write for their book. One of them is this Perspectives on Persuasion, Social Influence, and Compliance Gaining.

**Joni Harris:**

The book untitled Perspectives on Persuasion, Social Influence, and Compliance Gaining contain a lot of information on it. The writer explains the girl idea with easy method. The language is very straightforward all the people, so do definitely not worry, you can easy to read this. The book was authored by famous author. The author gives you in the new era of literary works. You can easily read this book because you can read on your smart phone, or gadget, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site and order it. Have a nice go through.

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