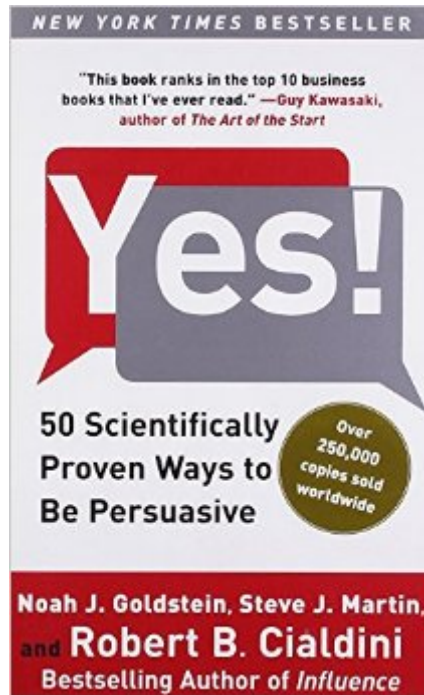


The book was found

Yes!: 50 Scientifically Proven Ways To Be Persuasive



Synopsis

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.

Book Information

Paperback: 272 pages

Publisher: Free Press; Reprint edition (December 29, 2009)

Language: English

ISBN-10: 1416576142

ISBN-13: 978-1416576143

Product Dimensions: 5 x 1 x 8 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (240 customer reviews)

Best Sellers Rank: #8,644 in Books (See Top 100 in Books) #13 in [Books > Business & Money > Marketing & Sales > Advertising](#) #28 in [Books > Business & Money > Accounting](#) #47 in [Books > Medical Books > Psychology > Social Psychology & Interactions](#)

Customer Reviews

Much like the Dale Carnegie classic, one could consider this the scientific version with current and updated studies and field tested facts. Though many will probably purchase this book primarily due to Robert Cialdini's authorship based on his polymath classic "Influence: The Psychology of

Persuasion", I had to rate this book (in my view a sequel) at only 3 stars. This somewhat lower grade is mainly due to the fact that it is very hard to surpass oneself after one has published a masterpiece (no disrespect to the other co-authors). Regardless, this book still holds its own and the stories are fast moving with heavy doses (50 to be exact) of social influences, such as: 1) Social Proof 2) Reciprocation Tendency 3) Authority Respecting 4) Commitment & Consistency Response 5) Scarcity Reaction, and 6) The Liking & Loving Response. If you have previously read Influence, you will like this book. If you have not, this book is a good introductory start on the subject matter of social influences. If one really likes this subject and wants to pursue it in more depth, please also refer to other fine books on the subject such as, *How We Know What Isn't So: The Fallibility of Human Reason in Everyday Life* by Thomas Gilovich (very good),

[Download to continue reading...](#)

Yes!: 50 Scientifically Proven Ways to Be Persuasive The Man's Guide to Women: Scientifically Proven Secrets from the "Love Lab" About What Women Really WantÂ Key Takeaways, Analysis & Review | How Not to Die: Discover the Foods Scientifically Proven to Prevent and Reverse Disease, by Michael Greger, M.D. with Gene Stone How Not to Die: Discover the Foods Scientifically Proven to Prevent and Reverse Disease The Oxygen Advantage: The Simple, Scientifically Proven Breathing Techniques for a Healthier, Slimmer, Faster, and Fitter You No No Yes Yes (Leslie Patricelli board books) The Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of Success PASSIVE INCOME: TOP 7 WAYS to MAKE \$500-\$10K a MONTH in 70 DAYS (top passive income ideas, best passive income streams explained, smart income online, proven ways to earn extra income) Steampunk Softies: Scientifically-Minded Dolls from a Past That Never Was When I Stop Talking, You'll Know I'm Dead: Useful Stories from a Persuasive Man Hypnotherapy Scripts: A Neo-Ericksonian Approach to Persuasive Healing Persuasion: The Secret to be Persuasive and to Have Influence at the Workplace Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides) Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits Strategic Storytelling: How to Create Persuasive Business Presentations HBR Guide to Persuasive Presentations (HBR Guide Series) Should We Have Pets?: A Persuasive Text Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) The Complete Guide to Service Learning: Proven, Practical Ways to Engage Students in Civic Responsibility, Academic Curriculum, & Social Action

[Dmca](#)