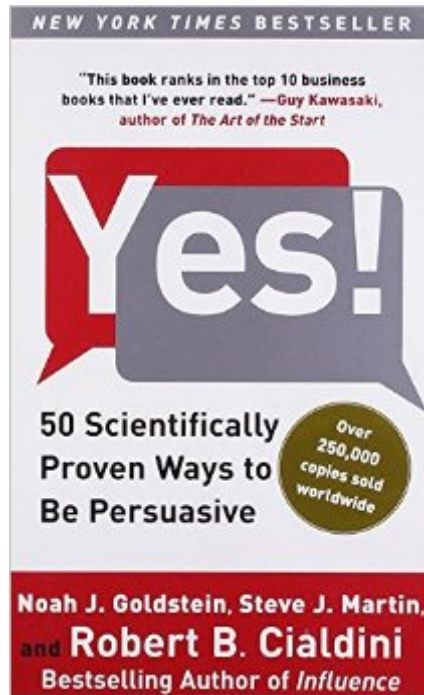


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# Yes!: 50 Scientifically Proven Ways To Be Persuasive



## 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

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## 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),

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