



## Yes!: 50 Scientifically Proven Ways to Be Persuasive

By Noah J Goldstein, Steve J Martin, Robert B Cialdini

Simon & Schuster. Paperback / softback. Book Condition: new. BRAND NEW, Yes!: 50 Scientifically Proven Ways to Be Persuasive, Noah J Goldstein, Steve J Martin, Robert B Cialdini, Small changes can make a big difference in your powers of persuasion. What one word can you start using today to increase your persuasiveness by more than fifty percent? Which item of stationery can dramatically increase people's responses to your requests? How can you win over your rivals by inconveniencing them? Why does knowing that so many dentists are named Dennis improve your persuasive prowess? 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...



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