



Yes!: 60 secrets from the science of persuasion (Paperback)

By Noah Goldstein

Profile Books Ltd, United Kingdom, 2017. Paperback. Condition: New. Main. Language: English. Brand New Book. Since its publication in 2007, Yes! has shown how small changes can make a big difference to everyone s powers of persuasion - both at work and at home. Every day, we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Based on decades of research into the psychology of persuasion, this book reveals many remarkable insights that will help you be more persuasive both at work and at home. Co-written by the world s most quoted expert on influence, Professor Robert Cialdini, Yes! contains dozens of tips that you wouldn t want to miss out on - all of them scientifically proven to boost your powers of persuasion. This special tenth Anniversary edition features ten new chapters of updated research and fresh secrets of persuasion. You will find out how to stop your listeners getting bored, what you can do on your commute to increase your influence, and why being second place is worse than being third. Whether you want someone to promote you, take their medicine, reduce their carbon footprint or...



Reviews

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