

Pre Suasion A Revolutionary Way To Influence And Persuade

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Dr. Robert Cialdini, author of the groundbreaking book, Influence, and president of INFLUENCE AT WORK, is widely regarded as the "Godfather of influence" because of his years of scientific research on the psychology of influence.

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Now, Cialdini has published his sequel to Influence. Pre-Suasion: A Revolutionary Way to Influence and Persuade, extends the science of persuasion in several important ways. Notably, Pre-Suasion ...

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Robert Beno Cialdini (born April 27, 1945) is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University, as well as at the University of California at Santa Cruz.

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