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In this summary of "Influence: The Psychology of Persuasion", we'll briefly summarize the 6 principles of persuasion, how they work and how they may be turned into weapons of influence against us. For the full details, examples and tips, do get a copy of the book, or get a detailed overview with our complete book summary bundle.

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Influence: The Psychology of Persuasion, by Dr. Robert Cialdini, is an incredible book all about how to influence, persuade and the principles of persuasion. Dr. Robert Cialdini is the psychology expert in the rapidly expanding field of influence and persuasion.

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He is best known for his 1984 book on persuasion and marketing, *Influence: The Psychology of Persuasion*. It was based on three "undercover" years applying for and training at used car dealerships, fundraising organizations, and telemarketing firms to observe real-life situations of persuasion.

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The Psychology of Persuasion by Robert Cialdini aims to draw attention to various tools that people use to influence others. It is an easy and interesting read, meant for a very broad audience. I enjoyed it way more than I had expected to. Some parts even made me laugh out loud, which is a rarity when I read.

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