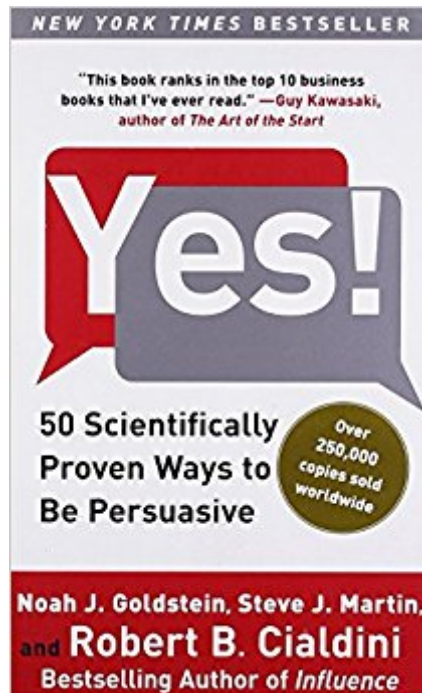




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Yes!: 50 Scientifically Proven Ways To Be Persuasive



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.

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Customer Reviews

Goldstein, Martin and Cialdini meld social psychology, pop culture and field research to demonstrate

how the subtle addition, subtraction or substitution of a word, phrase, symbol or gesture can significantly influence consumer behavior. Interspersing references to Britney Spears, the Smurfs and Sex and the City with more academic concepts such as loss aversion and the scarcity principle, the authors illustrate the simple and surprising approaches that can hone a company's marketing strategies. Witty chapters detail the allure of the yellow Post-it, the tip-garnering capabilities of an after-dinner mint, how highlighting a product's weaknesses can increase its appeal, the powerful role of third-party testimonials, how doctors can convince patients to adopt healthier choices by prominently displaying academic credentials in their offices, and how mirroring another person's gestures can elicit a more generous response by strengthening a perceived bond. While written primarily for a marketing audience, this amusing book has equal value and appeal for executives, salespeople—•even parents trying to persuade their kids to do homework. (June) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"'Yes!' is the single best introduction to and distillation of research and wisdom on how to change people's minds, including your own." -- Warren Bennis, Distinguished Professor of Business, University of Southern California, author of "On Becoming a Leader" and coauthor of "Judgment: How Winning Leaders Make Great Calls" "This easy-to-read summary of the social-psychological research on persuasion really does tell people how to get to 'yes.' Since we are all selling something, including ourselves, all the time, everyone can, and will be, reading this amazing book." -- Jeffrey Pfeffer, professor, Stanford Graduate School of Business, and author of "What Were They Thinking? Unconventional Wisdom About Management" "'Yes!' is the 'Freakonomics' of social psychology. This book changed my way of looking at the world. This thinking is the real deal. Don't miss out!" -- Daniel Finkelstein, Comment Editor, "The Times" (London) "If you had a team of bright guys looking for research that you can actually use to improve your effectiveness, and they wrote it up for you with wit and style, putting it in nifty little reports of three to five pages, would that be useful? YES! This book is the trifecta: first-rate research, lively writing, and practical advice. Read it, enjoy it, use it." -- Dale Dauten, nationally syndicated King Features columnist and author of "The Gifted Boss"

Goldstein, Martin, and Cialdini writes a simple, funny, and eye-opening book on persuasion strategy. In fact, as the title suggests there are 50 different examples and strategies one can utilize to be more persuasive in normal day-to-day interactions with other people. The authors challenge

the notion that persuasion as art. For them, it is science. One can hypothesize, test, and field it. In fact, the 50 ways (or examples) are real life experiences of how persuasive strategy has been implemented scientifically. As the authors point out that the purpose of the book is to show the underlying psychological processes, therefore, enhancing one's persuasiveness by properly aligning one's efforts to influence other people. For instance, the authors write that if one would like to persuade others to do something, the first step is to ask a little thing to create a vested interest. Once, a person is vested, it is easier to convince them to do more later on. Another example is that the word, "because", is the most persuasive word in the English vocabulary that one ought to utilize the most when trying to convince others to help you. The book is very easy to read and in fact, quite enjoyable. I recommend it to those who want to learn the Science of Persuasion.

Very similar information presented in a different format could be a book about evolutionary psychology or a book about etiquette. The fact is, it matters that we communicate with a sensitivity as to how we are likely to be perceived. This collection of little known scientific studies documents what the "people person" seems to know intuitively. That these nuances are received on a partially subconscious level makes them all the more powerful. Cialdini divides social psychology into six divisions: 1) Social Proof Studies 2) Reciprocation Tendency 3) Authority Respecting 4) Commitment & Consistency Response 5) Scarcity Reaction, and 6) The Liking & Loving Response. As another reviewer has pointed out, the chapter titles are designed to create curiosity. If you need to get up early in the morning, resist reading the title to the next chapter. An easy five stars for this extremely well-written and useful book. DB

There are 93 reviews as I write this. Therefore, I won't write a long review or rehash what others have said. Let me simply say that I have read just about everything ever written about persuasion. This is by far the best, most effective book I've read. Moreover, what is written in this book is not a rehash of all the other material. This is all fresh, new material that you can apply instantly. I know I have. I can't express to you enough how great this book is. I wouldn't take \$10,000 for my copy. Just buy it. You'll be glad you did.- Susanna K. Hutcheson

wow. Even if you aren't in marketing or biz it is very interesting info for life and enlightening to read about how our subconscious chooses to comply sometimes but not others.

Some good ideas to help to focus your marketing and avoid simple pitfalls.

I have read Cialdini's book, Influence, multiple times over the years. This one is even better because it gives us many additional techniques in short bursts but still provides compelling examples and studies. I also greatly appreciate the perspective that it's important to use the with integrity!

I love books like this that are full of case studies. Very interesting examples of tests they ran. This book has given me a lot of ideas for things I can do in my business to improve sales and convert more leads into customers and first time customers into repeat buyers. My favorite case studies involve the hotels and what they did to influence more people into participating in their save water program.

I bought this book after reading Robert Cialdini's bestseller, Influence: The Psychology of Persuasion, one of my all-time favorites. In that more comprehensive text, the author details many agents of influence that work upon us all in our everyday lives, often with most of us not even knowing it. Influence contains everything in Yes! and more, and I highly recommend reading the former first, considering the latter as a refresh later on. Yes! highlights 50 techniques every person can use in order to persuade others. Systematically, each chapter starts with a question that deals with a specific component of persuasion, next a study is described that addresses the question and scientifically validates the answer(s), and finally a conclusion/strategy is developed based on the studies. Several examples are also given in each chapter as to how each strategy can be applied in real-life scenarios. Potential readers should be cautioned that the book is very business-oriented and frequently gives advice to managers and negotiators but Cialdini makes it very easy to visualize how the techniques may be executed by the layperson. In my opinion, the most insightful part of the book is not knowing what works but understanding why techniques work, and the psychology behind them. Even though the book has 250 pages, it is a remarkably quick read.

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