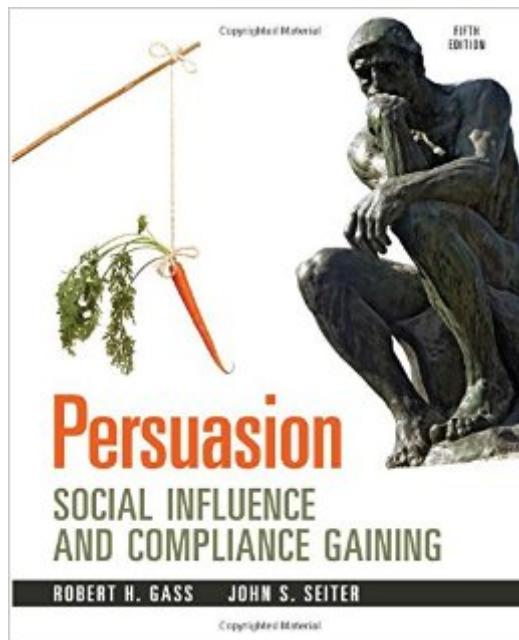


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# Persuasion: Social Influence And Compliance Gaining, 5e



## **Synopsis**

Persuasion: Social Influence and Compliance Gaining first helps students understand established theories and models of persuasion. It then encourages them to develop and apply general conclusions about persuasion in real-world settings. The 5th edition explores how social media continues to be a form of influence, but it also looks at grassroots movements, such as the Tea Party and Occupy Wall Street, and traditional forms of persuasion, such as advertising, marketing, and political campaigning.

## **Book Information**

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## **Customer Reviews**

I love this book a lot. I bought it long time ago while I was in college. I used this book as a practicing tool and guide for my debate skill and communication method. It did broaden my view and strengthen my points of view in things that were ambiguous before. I would recommend this book to anyone that is starting to learn about persuasion or interested in it. It's perfect for beginners and people who need a more systematic organization of their knowledge.

I had to read this book for a communications class at Regent University and it has been the most entertaining and informative textbooks I have yet to read. It's even one of the most entertaining books that I've read, PERIOD.

A good introduction to the theoretical underpinnings of persuasion and the forms it can take, the

types of people who are most susceptible to it, as well as its use in corporate language, advertising and PR. What I felt was missing was a roadmap of how one can be more influential in practical terms. That said, I still have a chapter or two left...

I have this as a textbook for a class on Persuasion, and it surprises me how much I enjoy reading this. The ideas are very clearly organized and funny anecdotes are littered throughout. Sometimes I forget I'm reading this for class I end up enjoying it so much. This is a good read for anyone interested in learning to be more persuasive or trying to detect persuasion more in their lives.

Great insight, very useful for my persuasion class. This book has met my expectations so far. Really useful sources provided in this version.

I base my comments on Edition 3, not 4. The book was funny, substantive, humble, and comprehensive. The organization was effective, and I learned how much knowledge about persuasion has changed since twenty years ago, the last time I taught a course on that subject. If I had to start over to learn about persuasion, this was an excellent way to do it!

As an undergrad, this was a great book to read. It's written in a conversational style, yet it is still detailed and comprehensive in research, meta-analyses, and examples. The authors also have a sense of humor...which is nice and used sparingly, yet makes it even more enjoyable to read. It also has an chapter on ethics which some textbooks seem to disregard. There are also real-life situation info-boxes where people can learn and apply what they learn to purchasing new cars, making more tips, and how to ward off telemarketers.

This book is written in a very clear style. It was easy to understand with great depth and breadth. It would have been nice if it were easier to find specific theories and concepts through more subheadings or bold type, but still not bad.

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