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Summary: Robert Cialdini's 'Influence': The Psychology of Persuasion, Revised Edition

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This is a summary of the original book, *Influence: The Psychology of Persuasion*, by Robert Cialdini. The book is an authoritative work on the art of persuasion. It discusses the mental attitudes that make you say "yes", and, more importantly, explains how to use these. The author walks you through six universal principles and explains how to be a skilled influencer, while at the same time knowing how to shield yourself from negative persuasions.

The author, Dr. Robert Cialdini, is the pioneering authority in this rapidly developing area of psychology. For over three decades, Dr. Cialdini, painstaking conducted a data-based study parallel to a medium-term course of study on what motivates humans to alter behavior. The result is Influence which is highly recommended by critics. This book is for you. It will not fail to inspire you to consider the need for a deep personality change through an intelligent understanding of the psychology of persuasion. Why listen to the summary of a book when you have the original? Time constraint is the biggest problem. As you are flooded with lots of work and don't find time to consume it from the first word to the last, a well-written summary enables you to know the unique ideas presented in the book clearly and precisely. It saves your time giving you the great advantage of listening to the original book.

About the Author: Ant Hive Media reads every chapter, extracts the understanding, and leaves you with a new perspective and time to spare. We do the work so you can understand the book in minutes, not hours.

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