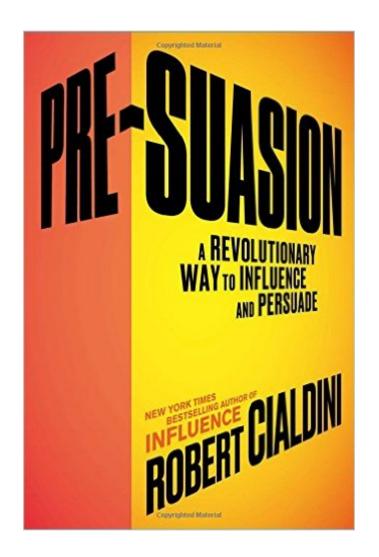
The book was found

Pre-Suasion: A Revolutionary Way To Influence And Persuade





Synopsis

The author of the legendary bestseller Influence, social psychologist Robert Cialdini shines a light on effective persuasion and reveals that the secret doesnâ [™]t lie in the message itself, but in the key moment before that message is delivered. What separates effective communicators from truly successful persuaders? Using the same combination of rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to capitalize on the essential window of time before you deliver an important message. This â œprivileged moment for changea • prepares people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change a cemindsa • a pre-suader must also change â œstates of mind.â • His first solo work in over thirty years, Cialdiniâ [™]s Pre-Suasion draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listenerâ [™]s attitudes, beliefs, or experiences isnâ [™]t necessary, says Cialdiniâ "all thatâ [™]s required is for a communicator to redirect the audienceâ [™]s focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini draws on an array of studies and narratives to outline the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, â œYes.â •

Book Information

Hardcover: 432 pages Publisher: Simon & Schuster (September 6, 2016) Language: English ISBN-10: 1501109790 ISBN-13: 978-1501109799 Product Dimensions: 6 x 1.2 x 9 inches Shipping Weight: 1 pounds (View shipping rates and policies) Average Customer Review: 4.6 out of 5 stars Â See all reviews (23 customer reviews) Best Sellers Rank: #109 in Books (See Top 100 in Books) #1 in Books > Self-Help > Communication & Social Skills #1 in Books > Reference > Words, Language & Grammar > Rhetoric #1 in Books > Business & Money > Management & Leadership > Negotiating

Customer Reviews

I am among those who have waited more than three decades since Robert Cialdiniâ [™]s classic. Influence, was first published in 1984 but updated since. It remains the definitive source for what is now referred to as a cethe psychology of persuasion. a •When he was asked why it took him so long to write another, he replied, â œl never had an idea big enough. I didnâ [™]t want to plant a set of bushes around the tree that is Influence. I wanted to plant another tree.â • Indeed he has. Most of the best works of non-fiction are evidence-driven and that is certainly true of this one: 91 pages are devoted to Cialdiniâ [™]s references and another 67 pages are devoted to his notes. The Lincoln comment about sharpening an axe helps to explain why Cialdini wrote Pre-Suasion. Obviously, Lincoln stresses the importance of preparation as does Sun Tzu in Art of War when asserting that every battle is won or lost before it is fought. Cialdini focuses the preparation for what he characterizes as a ceprivileged moments. a • That is, a ceidentifiable points in time when an individual is particularly receptive to a communicatorâ TMs message.â •With all due respect to mastering the skills when acting on the six principles that Cialdini discusses in Influence, it is nonetheless imperative to apply then when they will be most effective: during a â œprivileged moment, â • when channeled attention can lead to pre-suasion. All this is thoroughly explained in Chapter 3.

Which messages cause people to comply? Robert Cialdiniâ [™]s new book addresses this question. Pre-Suasion is a revolutionary way to influence and persuade. Pre-suasion operates by creating favorable conditions a few moments before trying to influence. This is a powerful book, and not without its ethical concerns. lâ [™]II get to that in a minute.A conjurer intentionally misdirects an audienceâ [™]s attention. Dr. Cialdini explains how attention works, how it can get diverted, and how it can be maintained. There is such a thing as a geography of persuasion. Cues in the environment subliminally influence our future actions. Control those cues and youâ [™]re much more likely to persuade. Pre-Suasion is filled with examples of how this works.Dr. Cialdiniâ [™]s book, Influence, was published over thirty years ago, and has now sold over three million copies. At that time, he made the case for how readers can become aware of how they are being manipulated, rather than advocating use of the book for unethical practices. Pre-Suasion poses more of a problem. An uncomfortable truth is that many people will cheat if they think they wonâ [™]t get caught.Dr. Cialdini cites a pair of global surveys that revealed how â œuncomfortably large numbersâ • of senior business leaders know of the value of their companyâ [™]s reputation, yet if they feel they can get away with it, they will behave unethically. He writes, â œltâ ™s therefore a legitimate concern that publication of the information might enlighten certain unethical organizations about how to trick

people into assent more effectively.â • This makes Pre-Suasion a dangerous book.Dr. Cialdini attempts to soften this harsh reality by showing data on how dishonesty undermines organizational profits. There are no easy answers here.

In his now-classic "Influence", Robert Cialdini tagged along with vacuum salesmen, car dealers and other persuasion professionals to come up with the six psychological principles that were "deployed routinely in long-prospering influence businesses" -- reciprocation, liking, social proof, authority, scarcity, and consistency. Those principles are still solid gold. Prof Cialdini once again gets his hands dirty to uncover an even deeper level of influence: how to make compliance almost a foregone conclusion through what happens *before* the pitch -- or "pre-suasion, the process of arranging for recipients to be receptive to a message before they encounter it." Some of its principles: a ¢ Privileged moments: timing is huge. Get people at the right time, and compliance goes way up.â ¢ Channeled attention: things that you pay attention to automatically become more important. Channel attention to get results.â ¢ Primacy of associations: change the associations around a concept -> change the behavior.â ¢ Persuasive geographies: location predisposes to behavior, e.g. you're going to run more often if you live close to a park. The book is full of fascinating anecdotes illustrating the persuasive strategies that make you think at once "Holy cow that's like voodoo" and "Geez I'm glad I know about this so I don't fall for it" and "Y'know, I just may have to use that one someday." Jim, the top home alarm salesman would "forget" something from his car at the same point in every sales presentation, then get the homeowner's house keys "to let himself out." Now they implicitly trusted him *'cause he's got their house keys*. Cult recruiters ask people "Are you unhappy?" to get them to focus on their dissatisfactions.

Download to continue reading...

Pre-Suasion: A Revolutionary Way to Influence and Persuade Pre-Suasion: Channeling Attention for Change The Little Green Book of Getting Your Way: How to Speak, Write, Present, Persuade, Influence, and Sell Your Point of View to Others (Jeffrey Gitomer's Little Books) Banned Methods of Persuasion: How to Covertly Convince, Influence, Persuade, and Negotiate with Anyone to Get Them to Do What You Want Speak To Sell: Persuade, Influence, And Establish Authority & Promote Your Products, Services, Practice, Business, or Cause Sales: How To Sell, Influence People, Persuade, and Close The Sale Leadership: Leader Skills For Communication, Influence People and Business Coaching (Leadership, Influence People, Leader, Business Skills) Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions PRE-ALGEBRA MAKE SENSE, BOOK 3, PATTERNS OF FACTORS AN MULTIPLES, STUDENT EDITION (Pre-Algebra Makes Sense) PRE-ALGEBRA MAKE SENSE, BOOK 3, PATTERNS OF FACTORS AN MULTIPLES, STUDENT EDITION (Pre-Algebra Makes Sense) McDougal Littell Pre-Algebra: Student Edition Pre-Algebra 1992 A Philosophical Enquiry into the Origins of the Sublime and Beautiful: And Other Pre-Revolutionary Writings (Penguin Classics) Win Your Case: How to Present, Persuade, and Prevail--Every Place, Every Time Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy Get the Truth: Former CIA Officers Teach You How to Persuade Anyone to Tell All Copywriting: For Beginners!: How to Write, Persuade & Sell Anything to Anyone like a Pro with Copy Broad Influence: How Women Are Changing the Way America Works The Way of Duty: A Woman and Her Family in Revolutionary America

<u>Dmca</u>