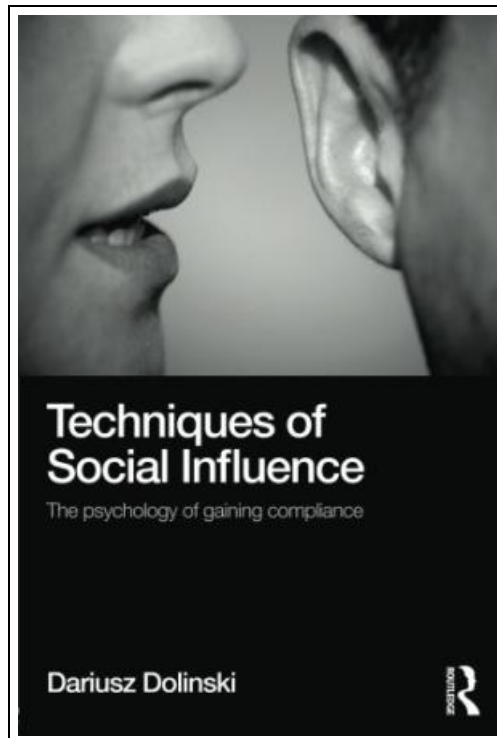


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Taylor Francis Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Every day we are asked to fulfil others requests, and we make regular requests of others too, seeking compliance with our desires, commands and suggestions. This accessible text provides a uniquely in-depth overview of the different social influence techniques people use in order to improve the chances of their requests being fulfilled. It both describes each of the techniques in question and explores the research behind them, considering questions such as: How do we know that they work? Under what conditions are they more or less likely to be effective? How might individuals successfully resist attempts by others to influence them? The book groups social influence techniques according to a common characteristic: for instance, early chapters describe sequential techniques, and techniques involving egotistic mechanisms, such as using the name of one s interlocutor. Later chapters present techniques based on gestures and facial movements, and others based on the use of specific words, re-examining on the way whether please really is a magic word. In every case, author Dariusz Dolinski discusses the existing experimental studies exploring their effectiveness, and how that effectiveness is enhanced or reduced under certain conditions. The book draws on historical material as well as the most up-to-date research, and unpicks the methodological and theoretical controversies involved. The ideal introduction for psychology graduates and undergraduates studying social influence and persuasion, **Techniques of Social Influence** will also appeal to scholars and students in neighbouring disciplines, as well as interested marketing professionals and practitioners in related fields.



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