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The "Influence: Science and Practice (5th Edition)" is a well-researched, informative guide to techniques of influence. Robert B. Cialdini is the author of this book. Dr Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

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Influence: Science and Practice. Influence: Science and Practice (ISBN 0-321-18895-0) is a psychology book examining the key ways people can be influenced by "Compliance Professionals". The book's author is Robert B. Cialdini, Professor of Psychology at Arizona State University. The key premise of the book is that in a complex world where people are overloaded with more information than they can deal with, people fall back on

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