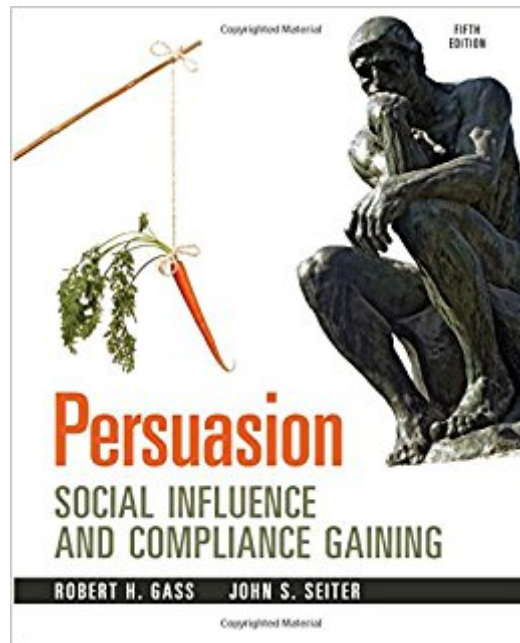




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Persuasion: Social Influence And Compliance Gaining, 5e



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

Robert H. Gass, California State University, Fullerton
John S. Seiter, Utah State University

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.

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...

Helpful, detailed, easy read!

Great book needed for school -super easy read- quick delivery

I didn't use it because I got to cancel my class but I read the first page. It's certainly worth the reading!

Came in great condition! Helped me save a huge amount of money because college textbooks can be so expensive. Arrived in about a week which was convenient. Definitely would recommend.

Unsatisfactory

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.

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