



Influence: Summary of the Key Ideas - Original Book by Robert B. Cialdini: The Psychology of Persuasion

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How is it that we fall so easily for something that we do not need or have never even thought of before? The power of persuasion and manipulation leads us to make decisions that are not really based on our individual interests, but since we are uncertain about making a strong decision, we start following others, without giving it much logical thought.

Who should read this book:

- Anyone looking to differentiate between making a decision based on rational thinking and making a decision influenced by external factors.
- Anyone who wants to learn how to influence others with marketing techniques based on psychological aspects.
- Anyone who has difficulties with saying “no”.

In this summary:

Chapter 1: Understand and identify offers or favors

Chapter 2: Reciprocation with the "rejection and retreat" tactic helps gain compliance

Chapter 3: Scarcity often works against us

Chapter 4: What you cannot have access to captures your interest more than something you can access easily

Chapter 5: Commitment makes us want to keep our word and perform actions as we stated

Chapter 6: Social proof may also act as a source of manipulation

Chapter 7: When we are uncertain, we look to others for proof

Chapter 8: Being able to relate to someone can influence us big time

Chapter 9: Looks can deceive

Chapter 10: Authority labels can change our behavior

Chapter 11: Final Summary

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