



# Psychological Influence: Power of Persuasion (Paperback)

By Dan Miller

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Almost everyone can admit that at one time or the other, they have been tricked or pushed into something because of naivety or the power of influence. For whichever motive, we have been an easy target for the pitches of fundraisers, peddlers and operators of one type or the other. While some of these people have good motives, a few of them may have dishonorable intensions. This opens up the debate on the issue of compliance and the factors that can cause you to say yes to another person because of the techniques and language that they use to convince you. If you have been keen enough, there is a certain way in which a request is stated if it is to be successful. A slight alteration may see the request rejected. Social psychologists have researched intensely on the psychology of compliance. Some of these studies have included laboratory experiments while others have involved field experiments where real people have been interviewed to shed light on the power of persuasion. There are principles that influence...



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