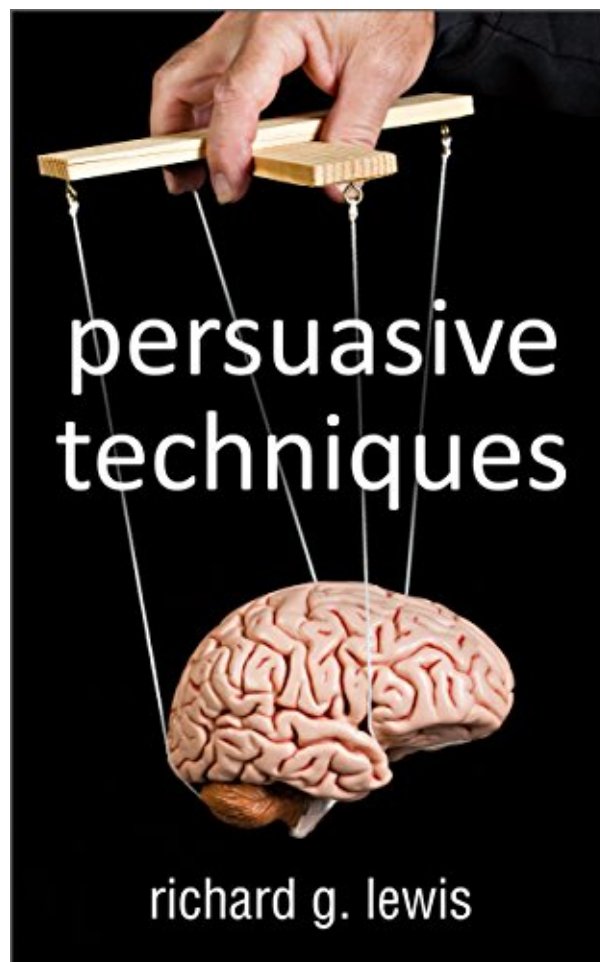
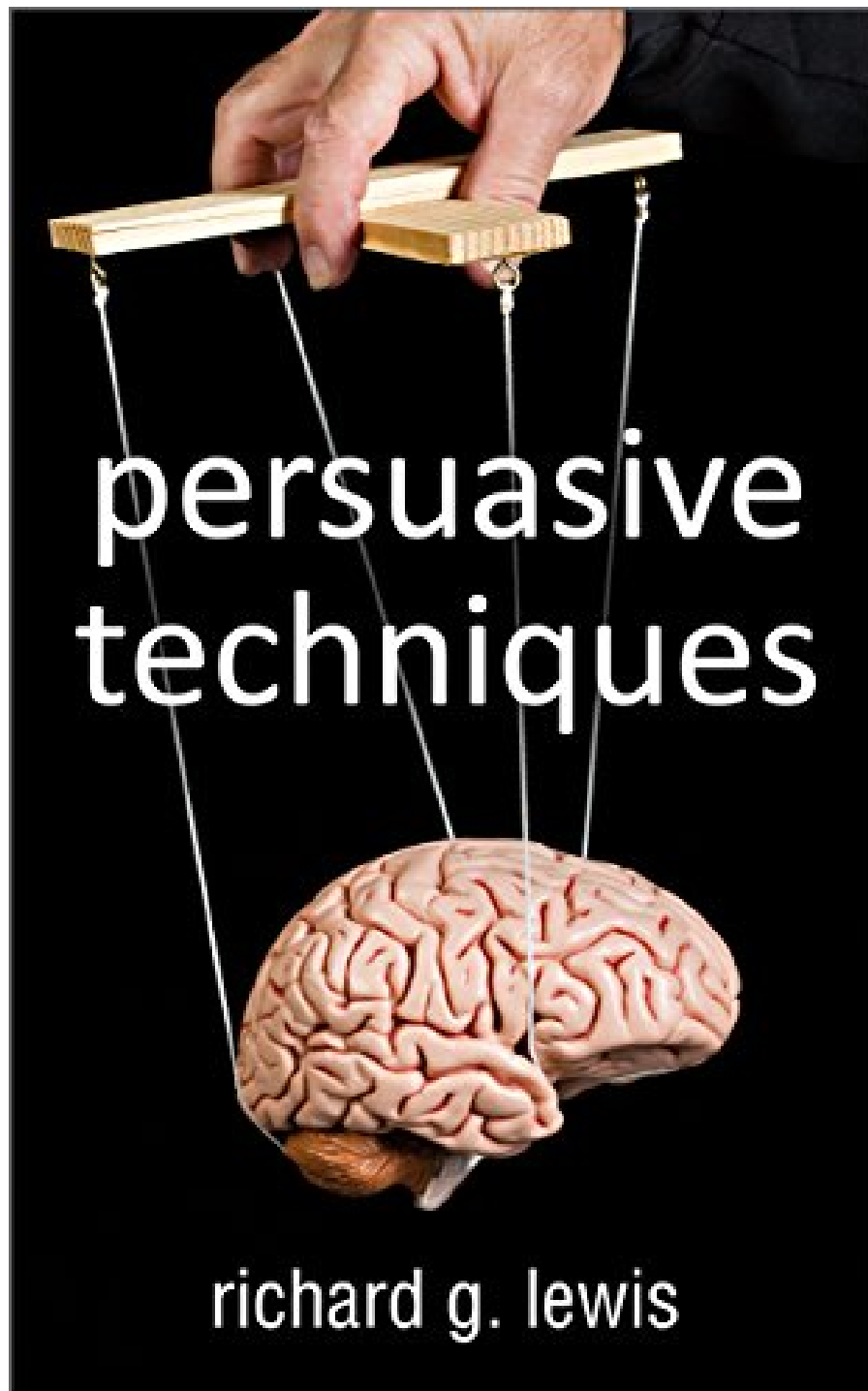


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Persuasive Techniques: The 21 Laws of Persuasion

The book "Persuasive Techniques" explains all the 21 Laws of Persuasion and how they can be applied to everyday life, especially in business. Written in plain English, with a conversational tone that anyone can understand, Persuasive Techniques builds on the work of social psychologists such as Robert B. Cialdini and covers each and every law of persuasion. The book details almost 60 Theories of Persuasion, such as: "The Behavior Model", "The Halo Effect", "The Social Proof Principle", "The Cognitive Dissonance Theory", "The Ziegarnik Effect" etc. It also explains the work of Research Psychologists like: Sigmund Freud, Leon Festinger, Robert B. Cialdini, B. F. Skinner, Albert Bandura etc.

Who Will Benefit From Reading "Persuasive Techniques"?

Anyone interested in Influence, the Psychology of Persuasion, Subliminal Persuasion or Persuasive Techniques in general will learn a great deal. All the 21 Laws of Persuasion are covered as are all the most relevant persuasion theories and social psychology theorists. However, the book has a **STRONG BUSINESS BIAS** and will definitely help business people, internet marketers and entrepreneurs. "Persuasive Techniques" includes case studies, how each law can be applied and real-life examples of how these theories can benefit anyone and any business when applied properly.

What Will You Discover From Reading "Persuasive Techniques"?

- Master the Power of Persuasion
- Discover How Subliminal Messages and Subliminal Persuasion works
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- Persuasion, The Art of Persuasion, Persuasion Techniques, Persuasiveness and Methods of Persuasion
- Social Influence, Influencing, Influence Science and Practice
- How to Use Mind Control Techniques
- Persuasive Speaking and Tools of Persuasion
- Influence, Human Behavior, Mind Control and social Psychology
- Stop Being a Gullible Consumer
- And Much, Much More...

People Who Read This Book:

"I learned a lot from reading it! This is the most comprehensive, and accessible, book on marketing-related psychological theories I've ever seen."

Moe Muise, KeywordsBlogger.com

"You Can Understand Exactly How to Begin Applying These 21 Laws of Persuasion to Your Business Right Away!"

Tim Nesbitt, TheAffiliateMarketingGuide.net

"Richard's smashed it with this one - imagine a comprehensive book on the powers of persuasion with only the most essential details and tidbits in - no fluff, no random tangents... just value."

Ben Palmer-Wilson, BenPalmerWilson.com

"This is one book you don't want to miss out on! I'm adding my copy to my library of favorite marketing books right alongside of Robert B. Cialdini's books "Influence" and "YES – 50 Scientifically Proven Ways to Be Persuasive". Cialdini's books are great but this book was written specifically help Internet Marketers."

Steve Shulenski, StartaPhotographyBusinessToday.com

"Richard gets it absolutely right. Richard explains and demonstrates how important psychology and really understanding what makes your potential target customers tick is in online marketing. I will read it again until I am confident that I've attained the level of psychological mastery that the author has obviously achieved."

Steve Cowan, SteveCowan.com

"This book taps into some advanced concepts, while still presenting the 'basic' info - so you don't need a degree in psychological theories to help you navigate the book (although I did get flashbacks of my last years in college...). The part that most marketers will enjoy is the "application" area in each Law of Persuasion chapter. This is the area that tells you how to use each specific law to help you sell and position your product."

Danielle Lynn, DanielleLynn.com

- Sales Rank: #907463 in eBooks
- Published on: 2015-04-30
- Released on: 2015-04-30
- Format: Kindle eBook

Most helpful customer reviews

1 of 1 people found the following review helpful.

Practical Persuasive Techniques

By Amazon Customer

"Persuasive Techniques" taught me a great deal about persuasion, influence and decision-making. The book covers most, if not all, of the laws of persuasion. Some of the theories, such as reciprocity, scarcity, social proof etc. I had read about before. However, the other laws covered in this book, such as comparison, expectancy and trust were new to me. I found the chapter about curiosity to be particularly interesting; in fact I'm surprised more hasn't been written about how to manipulate this most powerful of emotions. The book provides plenty of practical ways to use the theories of influence and lots of examples, as well as real-life case studies. It is bias toward e-commerce rather than research but students of psychology (especially sales psychology) will also get a lot from it. I think this book deserves five stars because it's unique, very well written and thoroughly researched. Recommended.

1 of 1 people found the following review helpful.

Not What I Was Expecting But Very Good

By Shannon

The book "Persuasive Techniques" is a list of the 21 Laws of Persuasion (there are definitely more than 21 but these are probably the most relevant). The author calls them "laws" as a general term to mean the theories and principles of persuasion. Basically, you're introduced to all the principles, such as: scarcity, social proof,

trust etc., and then given examples of how you can use them. You're also told you discovered the theories, the experiments used to prove them, and case studies of real-world applications especially for business and sales. It wasn't what I was expecting but I'm glad I read it because I learned a great deal.

0 of 1 people found the following review helpful.

Presentation quality is poor.

By Robert

Missing images labelled 2,10,11,12,16,20,21,23 and 31 - that is 9 out of 48, or about 1 out of 5. Content is ok, not much I haven't seen before.

Presentation quality is poor.

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