

Persuasion



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Persuasion: Social Influence, and Compliance Gaining looks at persuasion from a broad-based perspective, encompassing the full scope of persuasion found in everyday life. Linked to empirical research, this text takes students from persuasion theory to qualified conclusions about the operation of persuasion in real-world settings and examines persuasion from a social science perspective. Written in a highly accessible style, this text involves students by providing information and real-life examples with which they can easily identify.

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