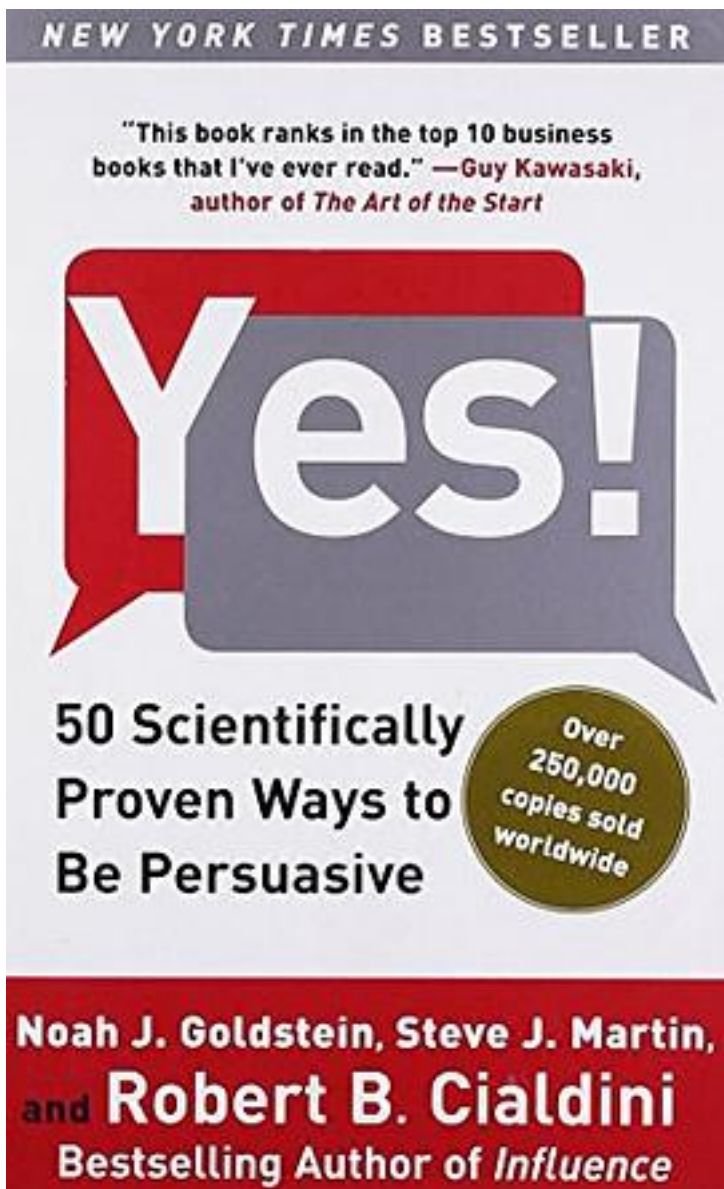


Yes!



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Small changes can make a big difference in your powers of persuasion What one word can you start using today to increase your persuasiveness by more than fifty percent? Which item of stationery can dramatically increase people's responses to your requests? How can you win over your rivals by inconveniencing them? Why does knowing that so many dentists are named Dennis improve your persuasive prowess? Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, Yes! reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, Yes! presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Why did a sign pointing out the problem of vandalism in the Petrified Forest National Park actually increase the theft of pieces of petrified wood? Why did sales of jam multiply tenfold when consumers were offered many fewer flavors? Why did people prefer a Mercedes immediately after giving reasons why they prefer a BMW? What simple message on cards left in hotel rooms greatly increased the number of people who behaved in environmentally friendly ways? Often counterintuitive, the findings presented in Yes! will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, Yes! shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

作者介绍:

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标签

说服

心理学

Persuasion

销售

negotiation

营销

英文原版

管理实践

评论

三星半吧，每个都很短，写的又很幽默，大众科普扫盲，适合等人等车的时候看一段。

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书评

挺有意思的一本书，每天上班坐地铁就读一两节。
书里给出了很多心理学研究的成果，教人如何去更有效的说服别人（那这个做坏事以后是要还的哦）。总的来说，看完之后觉得人的大脑真是好骗啊...

这本书非常适合零散时间的阅读。
全书分为50个小章节。每个章节中说明一个如何更有效传递信息的例子。各章节之间比较松散，但章节内结构布置合理，信息量与观点相匹配，还有点小幽默。
一般一个章节由一个故事或者场景引出，然后指出问题，提出解决方法，引用少量数据证明其...

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