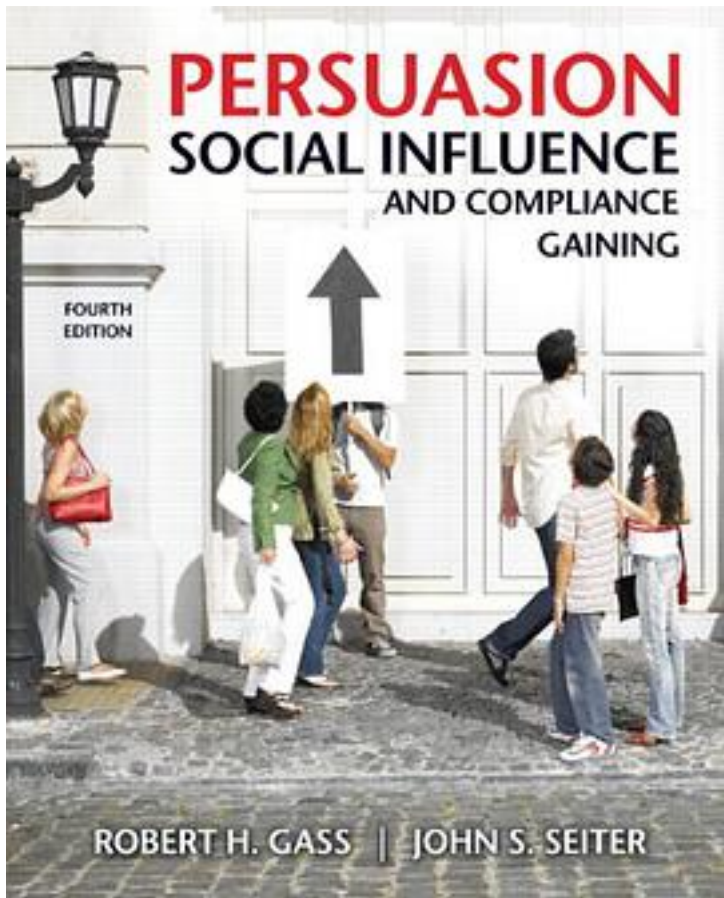


Persuasion, Social Influence, and Compliance Gaining (4th Edition)



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出版者:Allyn & Bacon

出版时间:2010-03-05

装帧:Paperback

isbn:9780205698189

Grounded in contemporary scholarship, Persuasion: Social Influence, and Compliance Gaining not only provides a comprehensive overview of persuasion theory and application, but also engages students in the thoughtful evaluation of the role that

persuasive messages play in their own everyday lives. This Fourth Edition guides students from understanding established theories and models of persuasion, to being able to develop and apply general conclusions about persuasion in real-world settings. The authors present a social-scientific perspective of persuasion that includes in a wide variety of contexts and connects with students by drawing on numerous real-life examples and applications of persuasion.

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