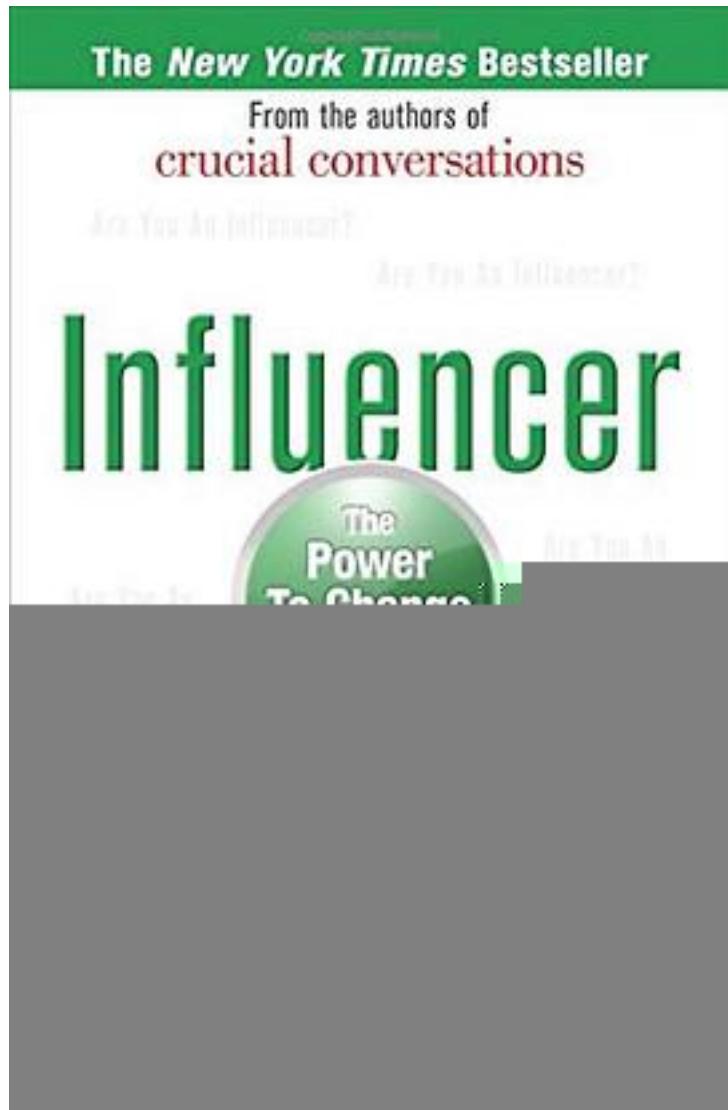


# Influencer



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"From the "New York Times" bestselling authors of "Crucial Conversations" . . . Whether your goal is to change minds, change markets, or change the world—anything is possible for an influencer. Everyone wants to be an influencer. We all want to learn how to help ourselves and others change behavior. And yet, in spite of the fact that we routinely attempt to do everything from lose weight to improve quality at work, few of us have more than one or two ideas about how to exert influence. For the first time, "Influencer" brings together the breakthrough strategies of contemporary influence masters. By drawing from the skills of hundreds of successful influencers and combining them with five decades of the best social science research, "Influencer" shares eight powerful principles for changing behaviors—principles almost anyone can apply to change almost anything."

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