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Yes!: 50 Secrets From the Science of Persuasion - Noah ...
And it is about 50 secrets from the science of persuasion. And it's written by three people here: Noah J. Goldstein, Steve J. Martin, and Robert B. Cialdini. Some of you may have heard of this guy before. Because he writes persuasion-related books, including this one called 'Influence', and this is a great book as well.

'Yes! 50 Secrets from the Science of Persuasion' Book ...
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What did you learn from Yes! 50 Secrets from the Science of Persuasion that you would use in your daily life? This book essentially gives the summary of many studies that have topics related to interpersonal relationships and business. Many of the topics provide insight that can easily be translated into any business role.

Yes! 50 Secrets from the Science of Persuasion by Dr. Noah ...
Yes! 50 Secrets from the Power of Persuasion sticks in my mind as one I particularly enjoyed reading. [...] very entertaining and a great insight into people's minds, marketing and selling. I was writing a lot of web copy at that time and this book really helped me get to grips with the 'what' and 'why' I was writing.

Yes! 50 Secrets from the Power of Persuasion - The CEO Library
Yes! 50 Secrets from the Science of Persuasion, London: Profile Books This was a book I picked up at a lecture by Robert Cialdini at the RSA in London. As one of the greats, I felt it was a no-brainer and didn't even bother opening the cover. At 79 it was a bargain (I would have paid twice the price).

Review: Yes! 50 Secrets from the Science of Persuasion
Yes! (50 Secrets from the Science of Persuasion) by Noah J. Goldstein, 9788184982725, available at Book Depository with free delivery worldwide.

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Booktopia has Yes!, 60 secrets from the science of persuasion by Noah Goldstein. Buy a discounted Paperback of Yes! online from Australia's leading online bookstore.

Yes!, 60 secrets from the science of persuasion by Noah ...
When you look around the world you will noticed that you do not go an entire day without being persuaded by something whether it be a television commercial, friends, family, etc.

The Science of Yes - Detailing the Intricate Art of Persuasion
Check out this new animation describing the universal principles of the Science of Persuasion based on the research of Dr. Robert Cialdini, Professor Emeritus of Psychology and Marketing, Arizona State University.. Dr. Robert Cialdini & Steve Martin are co-authors (together with Dr. Noah Goldstein) of the New York Times, Wall Street Journal and Business Week International Bestseller Yes! 50 ...

Secrets from the Science of Persuasion - INFLUENCE AT WORK
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