

# **Persuasion, Social Influence, And Compliance Gaining (4th Edition) By Robert H. Gass**

**By Robert H. Gass**

**Robert Cialdini - Wikipedia, the free encyclopedia -**

Theory of influence . Cialdini's theory of influence is based on the principles of reciprocity, commitment and consistency, social proof, authority, liking, and scarcity.

[http://en.wikipedia.org/wiki/Robert\\_Cialdini](http://en.wikipedia.org/wiki/Robert_Cialdini)

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**Amazon.com: Persuasion: Social Influence and -**

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<http://www.amazon.com/Persuasion-Social-Influence-Compliance-Gaining/dp/0205912966>

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**Social influence - Wikipedia, the free encyclopedia -**

Social influence occurs Herbert Kelman identified three broad varieties of social influence. Compliance is when Persuasion is the process of guiding [http://en.wikipedia.org/wiki/Social\\_influence](http://en.wikipedia.org/wiki/Social_influence)

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Summary: Robert H. Gass is the author of Persuasion, Social Influence, and Compliance Gaining (4th Edition), published 2010 under ISBN 9780205698189 and 0205698182.

<http://www.valorebooks.com/textbooks/persuasion-social-influence-and-compliance-gaining-4th-edition-4th-edition/9780205698189>

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**Persuasion and Social Influence | Communication -**

Persuasion is a form of social influence in which an audience is intentionally encouraged to adopt an verbal aggression, and benefit on compliance and outcome values.

<http://commstudies.utexas.edu/research/persuasion-and-social-influence>

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**Persuasion and Social Influence - Communication - Oxford -**

The book includes an introduction to the study of social influence, based largely on Persuasion: Social influence and compliance gaining. 4th ed. Boston:

<http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0048.xml>

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