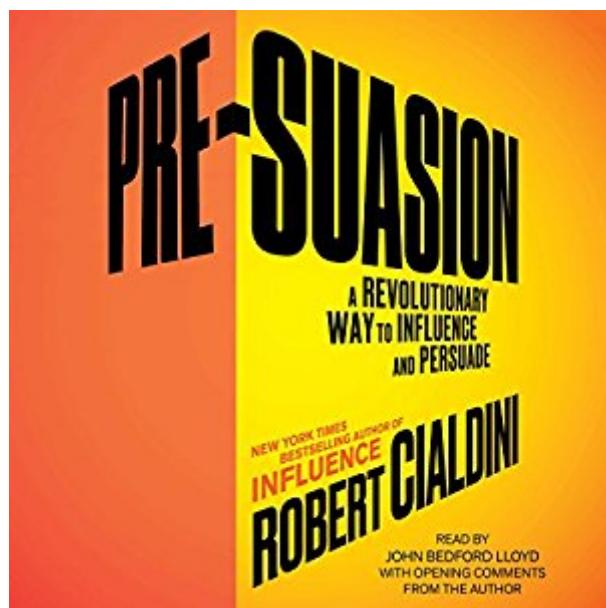


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Pre-Suasion: Channeling Attention For Change



Synopsis

The author of the legendary best seller *Influence*, social psychologist Robert Cialdini, shines a light on effective persuasion and reveals that the secret doesn't lie in the message itself but in the key moment before that message is delivered. What separates effective communicators from truly successful persuaders? Using the same combination of rigorous scientific research and accessibility that made his *Influence* an iconic best seller, Robert Cialdini explains how to capitalize on the essential window of time before you deliver an important message. This "privileged moment for change" prepares people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change minds, a pre-suader must also change states of mind. His first solo work in over 30 years, Cialdini's *Pre-Suasion* draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener's attitudes, beliefs, or experiences isn't necessary, says Cialdini - all that's required is for a communicator to redirect the audience's focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini draws on an array of studies and narratives to outline the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say yes.

Book Information

Audible Audio Edition

Listening Length: 9 hours and 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Simon & Schuster Audio

Audible.com Release Date: September 6, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01JAYK6HI

Best Sellers Rank: #3 in Books > Audible Audiobooks > Nonfiction > Language Arts & Disciplines #7 in Books > Self-Help > Communication & Social Skills #7 in Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

If you were seeking input about a business idea, would you ask someone for their advice or opinion about the idea? Would you think it mattered how you framed the question? Robert Cialdini, author of *Pre-Suasion* a Revolutionary Way to Influence and Persuade shares his insights and findings about the importance of framing the discussion before it actually begins. The basic idea of *Pre-Suasion* is that, by guiding preliminary attention strategically, it is possible for a communicator to move recipients into agreement with a message before they experience it. That is a very strong statement. But throughout the book, Mr. Cialdini gives example after example of how and why it works. If you have any interest in the psychology of marketing, then the chances are extremely good that you have been exposed to his first book *Influence*. So you might be wondering if this is simply a rehashing of the ideas contained in *Influence*. Mr. Cialdini says that in the first book, he simply articulated the tactics advanced marketers were using to sell goods and services to the public. In this book, he is introducing concepts and ideas that the most advanced marketers are not really aware of. In one example, a company was introducing a new soft drink and had representatives stationed in a mall. Their job was to stop shoppers, explain the features of the new soft drink and attempt to gain the shoppers email address in exchange for the promise of a sample. The success rate was less than 30%. But when a *Pre-Suasion* question, "Are you adventurous?" was asked prior to launching into the discussion about the new soft drink, the results were astounding. First 97% of the people responded that they were in fact adventurous. Clearly that is not the case. But what was really amazing was that once people had affirmed they were adventurous, the success rate nearly tripled. Mr. Cialdini cites many research studies that substantiate his findings. The stories and research make for extremely interesting reading. The book is a quick read. Dr. Cialdini a master teacher, weaves the ideas together to form a clear and compelling case for understanding and employing *Pre-Suasion* techniques in all our persuasion attempts. Mr. Cialdini very thoughtfully raises and answers the questions of using the *Pre-Suasion* techniques unethically. He cites numerous cases that show the long term negative consequences of such behavior. The book is well researched. The references and end notes are about 150 pages, so for those who wish to do additional reading/research, the sources are well documented. If you want to up your persuasive game, this is a must read. And if you are seeking input from others, ask for advice. The novelist Saul Bellows once observed, "When we ask for advice, we are usually looking for

an accomplice. "Togetherness" is one of the Pre-Suasion pillars. I was provided a review copy of this book.

First things First! Read Cialdini's other book, *Influence*, first. Because it's only then that you may realize the Depth and Breadth of Pre-Suasion. I am selling complex technology projects for a living, so I can judge this book, not from Scientific, but from a practical perspective. The book is easy to read, the style and humor is just great! Magnificent.... how can I persuade you to read it? Let me share a secret with You: it will help you persuade the person you need/wish to persuade, so easily that nobody will notice.

Excellent information on how to ethically convince customers to buy what you're selling. The twist here is that you can prepare someone to buy by opening up the customer's mind in your favor before the selling even begins! Written in clear, easy-to-digest language, Doctor Cialdini uses gentle humor and serious case studies. He emphasizes listening as well as selling. All of his conclusions are backed by years of solid research on consumer reactions to sales techniques. The reference section contains some fascinating primary resource material if the reader wants to dig deeper.

If I had read this book a few years ago I probably would have thought it was fantastic. Now I rate it as largely worthless. Why the change? The book largely relies on so-called "priming" research, which is the idea that our decisions are substantially influenced by seemingly trivial elements of one's background environment. For example, in *Pre-Suasion* we are told that customers are more likely to buy French wine if there is French music playing in the background. Similarly, worker productivity shoots up if they are shown a photo of a runner winning a race, people express more conservative political opinions on questionnaires that include a miniature American flag in the corner, and Parisian men are more likely to help a woman retrieve a stolen phone if they had previously been asked how to get to Valentine Street (because the word Valentine primed them with associations of romance and chivalry). If these findings seem hard to believe, you may be onto something. Priming has been a hot topic in pop psychology in recent years, but attempts to replicate the findings of many priming studies have failed. As far back as 2012 Daniel Kahneman (who won a Nobel prize for his work in psychology) said that priming research had become the "poster child for doubts about the integrity of psychological research." Yet while the problems with priming research have been known for years, there is zero hint in *Pre-Suasion* that the findings being presented are questionable. This means that either Cialdini is unaware of these criticisms (which would be bad), or

that he is aware but he decided not to mention it because it would undercut the thrust of his argument (which would be worse). Either way, you should not let a book based on such questionable research influence you.

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