

# Pearson New International Edition

Influence  
Science and Practice  
Robert B. Cialdini  
Fifth Edition



# Table of Contents

I. Weapons of Influence Robert B. Cialdini	
2- Reciprocation: The Old Give and Take... and Take Robert B. Cialdini	21
3. Commitment and Consistency: Hobgoblins of the Mind Robert B. Cialdini	57
4. Social Proof: Truths Are Us Robert B. Cialdini	107
5. Liking: The Friendly Thief Robert B. Cialdini	155
6. Authority: Directed Deference Robert B. Cialdini	193
7. Instant Influence: Primitive Consent for an Automatic Age Robert B. Cialdini	221
8. Scarcity: The Rule of the Few Robert B. Cialdini	231
Index	263