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Instaread, United States, 2016. Paperback. Condition: New. Language: English. Brand new Book. Summary, Analysis & Review of Robert Cialdini's Pre-suasion by Instaread Preview: Pre-suasion by Robert Cialdini is a research-driven examination of the ways that framing a persuasive argument can influence its effectiveness. Extensive research finds that certain ways of setting up a persuasion can be more effective than a well-planned persuasive argument on its own. There are particular moments when a persuasive argument has the most power. The best time to present the argument is when the audience has already been primed to consider a particular object or trait. The focus of attention will always seem more important and more likely to be a cause of other things. In the right contexts and messages, attention can be attracted through the use of sexual or threatening stimuli. Sexual cues augment messages that appeal to the viewer's desire to stand out and be unique. Threatening cues strengthen messages about fitting in and feeling safe. Once attention is secured, it must be retained either by. PLEASE NOTE: This is a Summary, Analysis & Review of the book and NOT the original book. Inside this Summary, Analysis & Review of Robert Cialdini's Pre-suasion...



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