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(5th Edition)**

**By Robert H. Gass;John S. Seiter**

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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>

## 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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## **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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## **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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