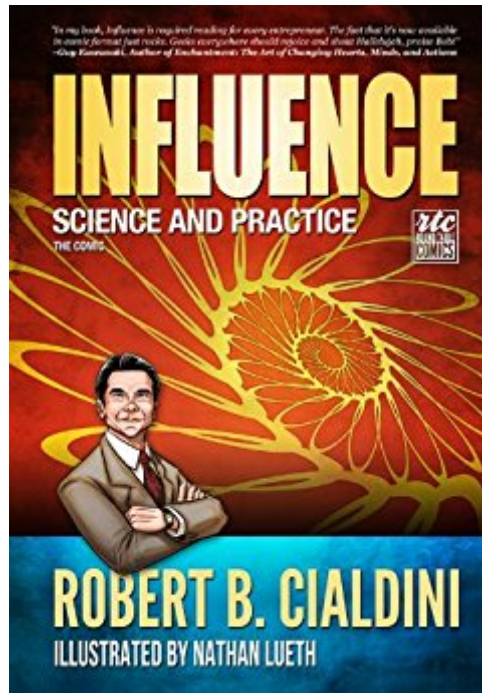


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Influence - Science And Practice - The Comic



Synopsis

Over two million readers have armed themselves with the knowledge in this book. Dark forces seek to turn society into unthinking automatons by the use of weapons of mass influence. In this graphic adaptation of his best-seller, Robert B. Cialdini becomes society's best hope in combatting compliance professionals throughout the world. He leads a team of special forces through a battleground filled with psychological sneak attacks designed to elicit pre-programmed responses from unknowing victims. Now available in fixed layout on devices that support it.

Book Information

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Customer Reviews

Please be aware that this book is apparently in a comic book format, and it does not display properly on a Kindle screen. Increasing the font size has no effect, and attempting to read the print is extremely taxing. I realize that the book version gets good reviews, but it should never have been released for Kindle without proper adaptations to make it readable. It is readable on Kindle for Mac, but you lose the convenience of reading it on the handheld Kindle.

Influence - Science and Practice - The Comic, is a nice comic book style presentation of Dr. Cialdini's six main principles of influence and a very good summary of this vital topic. It is also a helpful companion to his standard works on social influence, which include the excellent 'Influence: Science and Practice' and 'Yes' just to name two of his many fine works. His books are absolute musts for understanding the important topic of ethical influence. Read his work and see why Robert Cialdini is the most-cited social scientist today with several best-sellers on influence and persuasion as well as an excellent social psychology textbook, all of which are chock full of fascinating research, stories and practical applications.

The text and images are very low resolution, and the text borders on being illegible on a Kindle. The publisher needs to correct the electronic version to make it acceptable. Having commissioned the formatting of a book for every sort of electronic edition, I know from experience that's not expensive for a mass market book like this. All those important things written, it's a book with decent content. But it's not worth US\$7 for inadequate, barely readable content.

The comic book format made this book an easy read and the information sinks in quicker. However, this is complex subject matter and a deep understanding of influence and its work will not come from this book. A good overview nonetheless and I do recommend this book so long as you aren't looking for an in depth yet as treatment of this subject.

This could have and should have been a great graphic novel but it really isn't. The print quality is horrible as it looks like they ran the original drawings through a copy machine 4 times and then used that as the print master. Next the story doesn't really support the concepts of the original. It's like they came up with some generic cheesy action comic story and Cialdini jumps in to offer some wisdom from influence that doesn't seem to support the story. This defeats the purpose of the turning texts like these into graphic novels. Because of this disparity it is actually harder to read the text.

His marks are deserved in translating the concepts of influence and persuasion to new and wider audiences through the format of action comic books. It added a dimension to my experiences in reading, by illustrating psychological and social principles in dynamic scenes. Recommended.

For those who haven't yet read Robert Cialdini's Influence books, this comic is a quick and visual

introduction to his theories about the 6 major methods of persuasion used in the world today. Once readers learn about these 6 categories--what Cialdini's calls the "weapons of influence"--they'll start to see those methods in everyday life. Advertising, marketing, day to day interactions. And as the author points out, not every usage of these principles are bad. But without being aware of our natural tendency to take mental shortcuts (for the very legitimate reason of preserving our limited decision-making abilities), we can fall prey to those people with fewer scruples who use our psychological blind spots to our detriment. If you're at all curious about how to better guard against unwelcome outside influences, you'll learn something from Robert Cialdini's work!

Some of what is in these pages was at the core of fatherly advice that my Dad drilled into me from very early in my life. Be aware of what is really happening. Eyes open. But then, OK, part of this material is new to me, at least in application to the culture I have grown up in, giving me the opportunity to think to myself, "oh...yeah...that is what is happening here. I see it now." Being a certifiable cynic all my life, I am finding what is described in this book as a light through a dark back road. It is like a roadmap through the zones of hierarchical weirdness found everywhere from the hallowed halls of supposed power to the front desk at the local big box store. The fix is in. It is all about mining the gold and managing the herd. We cynics like to think we have broken free of the immediate cluster of farm animals and discovered our unique form of resistance to the public mind massage. Sometimes yes, sometimes not so much (ba-a-a). There are predators everywhere there is a profit to be made. I have walked into many of these situations while grasping my rose colored glasses with both hands to keep them firmly on my nose. Yes I knew, on some level, things were not quite right. Did it anyway. Apparently that was the desired effect. Hindsight is better than no recognition at all, I suppose. Good book.

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