

[PDF] Persuasion: Social Influence And Compliance Gaining, 5e

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Books Details:

Title: Persuasion: Social Influence
Author: Robert H Gass, John S Seiter
Released: 2013-02-15
Language:
Pages: 400
ISBN: 0205912966
ISBN13: 9780205912964
ASIN: 0205912966

Please visit the companion website at www.routledge.com/9780205912964

 Routledge
Taylor & Francis Group



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Description:

Persuasion: Social Influence and Compliance Gaining first helps students understand established theories and models of persuasion. It then encourages them to develop and apply general conclusions about persuasion in real-world settings.

The 5th edition explores how social media continues to be a form of influence, but it also looks at

grassroots movements, such as the Tea Party and Occupy Wall Street, and traditional forms of persuasion, such as advertising, marketing, and political campaigning.

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