

# Persuasion: Social Influence and Compliance Gaining, 5e

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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.

## Robert H. Gass

, California State University, Fullerton

## John S. Seiter

, Utah State University

The sixth edition of Persuasion: Social Influence and Compliance-Gaining continues to present persuasion concepts and theory in a comprehensive and engaging fashion. It is clear why this text is a leader in the discipline as it is both comprehensive and accessible to students. The sixth edition adds important material on digital and online persuasion which expands its' impact in explaining contemporary persuasion.

Andrew S. Rancer, Ph.D., University of Akron, USA

This book is a joy to read and captures students' interest in ways other textbooks do not. In today's world of sound bites and video clips, the humor, clever examples, and carefully chosen illustrations in this book captivate readers and make learning about persuasion accessible. The authors do an excellent job seeking out the most peculiar and intriguing research studies to engage their readers and make learning about persuasion research findings fun!

Elizabeth Dorrance Hall, Ph.D., Michigan State University, USA

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