



I is for Influence: The new science of persuasion

Rob Yeung

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‘How to influence people without getting them drunk or flirting: brilliant’ Venetia Thompson, bestselling author of *Gross Misconduct*

- How exactly can we use our body language to win friends and influence people?
- When can £1 be more persuasive than £50?
- Why does giving customers *more* choice make them *less* likely to make a purchase?

Some people seem naturally more influential and persuasive. In fact they are simply using rules and techniques that anyone can harness. Psychologist Rob Yeung explores the latest research to expose myths and uncover the real truths about the art of influence and persuasion.

I is for Influence not only reveals the secrets behind effortlessly winning trust and support; it will allow you to learn proven techniques for getting that promotion, winning that business contract or even finding your perfect match.

By the bestselling author of *Confidence* and *The Extra One Per Cent* (Macmillan, 2010).

‘This book provides readers with the latest science on persuasion. A must read’ Professor Cary L. Cooper, CBE, Professor of Psychology

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