

Persuasion And Healing A Comparative Study Of

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The Immortal Life of Henrietta Lacks - Rebecca Skloot 2010-02-02

#1 NEW YORK TIMES BESTSELLER • “The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly.”—Entertainment Weekly NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE “MOST INFLUENTIAL” (CNN), “DEFINING” (LITHUB), AND “BEST” (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE’S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • Booklist • Globe and Mail Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences. [Slavery and Social Death](#) - Orlando Patterson 2018-10-15

In a work of prodigious scholarship and enormous breadth, which draws on the tribal, ancient, premodern, and modern worlds, Orlando Patterson discusses the internal dynamics of slavery in sixty-six societies over time. These include Greece and Rome, medieval Europe, China, Korea, the Islamic kingdoms, Africa, the Caribbean islands, and the American South.

Lord of the Flies - William Golding 2003-12-16

Golding’s iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new Suggestions for Further Reading by Jennifer Buehler. At the dawn of the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But

as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued.

[The Transatlantic Persuasion](#) - Robert Kelley 2020-02-18

This pioneering work is the basic and largely unmatched study of the single transatlantic community of thought shared by nineteenth century British and Canadian Liberals and American Democrats. The result of more than ten years of comparative research, *The Transatlantic Persuasion* explores the roots of those ideas that comprise a coherent Liberal-Democratic worldview: ideas about society, human relations, the economy, equality, liberty, the ethnocultural dimension of life, the proper role and nature of government and the world community.

[Warning about War](#) - Christoph O. Meyer 2019-08-29

Explains how and when public and non-public warnings about future conflicts affect decision-making in Western states and international organisations.

Motivational Enhancement Therapy Manual - 1992

Pre-Suasion - Robert Cialdini 2016-09-06

The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini—“the foremost expert on effective persuasion” (Harvard Business Review)—explains how it’s not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his *Influence* an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change “minds” a pre-suader must also change “states of mind.” Named a “Best Business Books of 2016” by the Financial Times, and “compelling” by The Wall Street Journal, Cialdini’s *Pre-Suasion* draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener’s attitudes, beliefs, or experiences isn’t necessary, says Cialdini—all that’s required is for a communicator to redirect the audience’s focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, “Yes.” His book is “an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson” (Forbes).

Saving Talk Therapy - Enrico Gnaulati 2018-01-09

A hard-hitting critique of how managed care and the selective use of science to privilege quick-fix therapies have undermined in-depth psychotherapy—to the detriment of patients and practitioners In recent decades there has been a decline in the quality and availability of psychotherapy in America that has gone largely unnoticed—even though rates of anxiety, depression, and suicide are on the rise. In *Saving Talk Therapy*, master therapist Dr. Enrico Gnaulati presents powerful case studies from his practice to remind patients

and therapists alike how and why traditional talk therapy works and, using cutting-edge research findings, unpacks the problematic incentives in our health-care system and in academic psychology that explain its decline. Beginning with a discussion of the historical development of talk therapy, Dr. Gnaulati goes on to dissect the factors that have undermined it. Psychotropic drugs, if no longer thought of as a magical cure, are still over-prescribed and shunt health-care dollars to drug corporations. Managed-care companies and mental health “carve outs” send health-care dollars to administrators, drive many practitioners away, and over-burden those who remain. And drawing back the curtains on CBT (cognitive behavior therapy), Dr. Gnaulati shows that while it might be effective in the research lab, its findings are of limited use for the people’s complex, real-world emotional problems. Saving Talk Therapy is a passionate and deeply researched case for in-depth, personally transformative psychotherapy that incorporates the benefits of an evidence-based approach and psychotropic drugs without over-relying on them.

Ending Discrimination Against People with Mental and Substance Use Disorders - National Academies of Sciences, Engineering, and Medicine 2016-09-03

Estimates indicate that as many as 1 in 4 Americans will experience a mental health problem or will misuse alcohol or drugs in their lifetimes. These disorders are among the most highly stigmatized health conditions in the United States, and they remain barriers to full participation in society in areas as basic as education, housing, and employment. Improving the lives of people with mental health and substance abuse disorders has been a priority in the United States for more than 50 years. The Community Mental Health Act of 1963 is considered a major turning point in America's efforts to improve behavioral healthcare. It ushered in an era of optimism and hope and laid the groundwork for the consumer movement and new models of recovery. The consumer movement gave voice to people with mental and substance use disorders and brought their perspectives and experience into national discussions about mental health. However over the same 50-year period, positive change in American public attitudes and beliefs about mental and substance use disorders has lagged behind these advances. Stigma is a complex social phenomenon based on a relationship between an attribute and a stereotype that assigns undesirable labels, qualities, and behaviors to a person with that attribute. Labeled individuals are then socially devalued, which leads to inequality and discrimination. This report contributes to national efforts to understand and change attitudes, beliefs and behaviors that can lead to stigma and discrimination. Changing stigma in a lasting way will require coordinated efforts, which are based on the best possible evidence, supported at the national level with multiyear funding, and planned and implemented by an effective coalition of representative stakeholders. Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change explores stigma and discrimination faced by individuals with mental or substance use disorders and recommends effective strategies for reducing stigma and encouraging people to seek treatment and other supportive services. It offers a set of conclusions and recommendations about successful stigma change strategies and the research needed to inform and evaluate these efforts in the United States.

Persuasion and Healing - Jerome David Frank 1973

"Anyone treating patients or engaging in clinical research to develop new drug or psychosocial treatments should take a few hours to absorb, once again, the brilliance of Persuasion and Healing." -- American Journal of Psychiatry

PERSUASION - Jane Austen 2020-07-01

Persuasion is a novel written by a famous British writer Jane Austen. It is a story about the life of Anne Elliot, a middle daughter of baronet Sir Walter, a spender and bluffer. Due to these features of his character, he found himself in a difficult financial position. He has to rent a family estate Kellynch Hall in order to pay his debts. Meanwhile, his most smart and considerate daughter Anne goes to Uppercross to look after a sick sister. In the days of her youth she was mutually in love with Frederick Wentworth, but because of a fear of a poor marriage, “reasons of conscience” and on the insistence of a “family friend” Lady Russel Anne stopped her relationship with him. But now after eight years, some incredible coincidence happens. The family that rents Kellynch Hall is related to Frederick Wentworth. Is the old-time love still alive in the hearts of Anne and Frederick?

Persuasion and Healing - Jerome D. Frank 1993-03

As they explore the power of healing rhetoric in these activities, the authors strengthen the ties among the

various healing profession.

The Seven Deadly Friendships - Mary E. DeMuth 2018-10-02

Friends for a Season? There's something wrong with your friendship, but you can't figure out why. Is everything in your head? Unfortunately, toxic friendships happen to everyone, but we seldom identify the underlying issues while we battle confusion or the friendship breaks up. Maybe you're left bewildered in the friendship's wake, paralyzed to move forward. After wading through several difficult friendships, Mary DeMuth reveals the seven different types of toxic relationships and empowers you to identify the messiest relationships causing you the greatest anguish. Face the reality of your broken relationship, and unearth exactly what went wrong. Discover why you may attract toxic people. Heal from broken relational patterns so you can choose safer friends. Evaluate when it's time to press into a friendship or let it go. You'll gain a new relationship with Jesus as you trust him to be your confidant, healer, and life-giving friend.

The Great Psychotherapy Debate - Bruce E. Wampold 2015-01-30

The second edition of The Great Psychotherapy Debate has been updated and revised to expand the presentation of the Contextual Model, which is derived from a scientific understanding of how humans heal in a social context and explains findings from a vast array of psychotherapies studies. This model provides a compelling alternative to traditional research on psychotherapy, which tends to focus on identifying the most effective treatment for particular disorders through emphasizing the specific ingredients of treatment. The new edition also includes a history of healing practices, medicine, and psychotherapy, an examination of therapist effects, and a thorough review of the research on common factors such as the alliance, expectations, and empathy.

The Great Psychotherapy Debate - Bruce E. Wampold 2013-08-21

This volume disproves the belief that certain psychotherapies are more effective in treating certain psychological problems than other therapies.

Visual Persuasion - Paul Messaris 1997

Pictures and reality - Visual form and style - Can pictures bridge cultures? - Visual truth, visual lies - Editing and montage - Showing the unspoken.

Troilus and Cressida - William Shakespeare 1905

Practice Guideline for the Treatment of Patients with Schizophrenia - American Psychiatric Association 1997

Developed by experts on schizophrenia and exhaustively reviewed by APA members, the "American Psychiatric Association Practice Guideline for the Treatment of Patients With Schizophrenia" provides therapists with a set of patient care strategies that will aid their clinical decision making. The guideline describes the best and most appropriate treatments available to patients with schizophrenia, including psychopharmacological treatments, ECT, and psychosocial and community interventions. It delineates the process of treatment planning and identifies areas in which research may improve our understanding and management of this condition. This guideline will also help managed care organizations develop more scientifically based and clinically sensitive criteria for the utilization and reimbursement of psychiatric services. Armed with these guidelines, clinicians can improve the care of their patients with schizophrenia and enable them to lead happier and more productive lives.

No Better Mom for the Job - Becky Keife 2019-10-01

No Better Mom for the Job is for any mom who has ever felt inadequate--who loves her kids fiercely but sometimes thinks another mom would do a better job in her shoes. Becky Keife knows the ups and downs of motherhood. And she has learned along the way and from other mamas that it doesn't work to try to do more or be better. Confidence comes from leaning on the One who made you a mother. Through these pages, you will discover how to - exchange negative internal dialogue for joyful gratitude - identify and celebrate your one-of-a-kind mom strengths - establish boundaries that set you and your child up for success - recognize evidence of God's work in your life and growth in your kids - and much more Filled with encouraging stories and practical, biblical wisdom, each chapter also includes one simple action step and a powerful prayer, all to help you see yourself as exactly the mom your child needs.

Six Ways of Being Religious - Dale S. Cannon 1996

This text gives students a framework for their comparative study of religion that includes full, in-depth descriptions of each "way of being religious."

The SAGE Encyclopedia of Communication Research Methods - Mike Allen 2017-04-11

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Rhetorical Style - Jeanne Fahnestock 2011-10-12

A comprehensive guide to the language of argument, *Rhetorical Style* offers a renewed appreciation of the persuasive power of the English language. Drawing on key texts from the rhetorical tradition, as well as on newer approaches from linguistics and literary stylistics, Fahnestock demonstrates how word choice, sentence form, and passage construction can combine to create effective spoken and written arguments. With examples from political speeches, non-fiction works, and newspaper reports, *Rhetorical Style* surveys the arguer's options at the word, sentence, interactive, and passage levels, and illustrates the enduring usefulness of rhetorical stylistics in analyzing and constructing arguments.

The Psychosocial Implications of Disney Movies - Lauren Dundes 2019-07-11

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

The Johns Hopkins Guide to Psychological First Aid - George S. Everly, Jr. 2022-08-02

A unifying case exemplifies each phase of the RAPID PFA model in an ongoing dialogue that presents ideal

PFA responses, examples of common mistakes, and various outcomes.

Statistical Persuasion - Robert W. Pearson 2010-01-20

This text helps readers understand how to collect, manage, evaluate, and analyze data. It also provides guidelines for the presentation of analysis, especially for nonacademic audiences without training in statistical analysis. These guidelines help ensure that statistics and graphical displays tell the story that analysts want to convey while protecting their analysis from methodological criticism. Author Robert Pearson focuses attention on the conceptual understanding of statistics, while referring (sparingly) to specific formulas when they help reveal a conceptual point about the statistics. Key Features · Combines a concern for the design, collection, measurement, and the management of data with its analysis and presentation · Provides examples and data concerning real world problems in education, crime, government performance, and other policy arenas · Clearly demonstrates the steps used to generate the appropriate statistics and graphs in Excel and SPSS and then provides exercises to replicate and elaborate on these examples This book and its supporting materials are ideally suited for graduate students in professional degree programs in public policy, education, social work, criminology, urban planning, and related schools as well as advanced undergraduates in these fields. The book's explanations, descriptions, illustrations, and step-by-step exercises create the skills and knowledge required of a policy analyst, advisor, consultant or the elected or appointed public official or nonprofit officer who wants to be better able to interpret and evaluate others' applied social research. Its data sets, solutions sets, instructors' manual, lecture slides, and student workbook provide instructors with a complete and fully integrated instructional package.

The Heart & Soul of Change - Barry L. Duncan 2010

Updating the classic first edition of *The Heart and Soul of Change*, editors Duncan, Miller, Wampold, and Hubble, have created a new and enriched volume that presents the most recent research on what works in therapeutic practice, a thorough analysis of this research, and practical guidance on how a therapist can truly deliver what works in therapy. This volume examines the common factors underlying effective psychotherapy and brings the psychotherapist and the client-therapist relationship back into focus as key determinants of psychotherapy outcome. The second edition of *The Heart and Soul of Change* also demonstrates the power of systematic client feedback to improve effectiveness and efficiency and legitimize psychotherapy services to third party payers. In this way, psychotherapy is implemented one person at a time, based on that unique individuals perceptions of the progress and fit of the therapy and therapist. Readers familiar with the first edition will encounter the same pragmatic focus but with a larger breadth of coverage this edition adds chapters on both youth psychotherapy and substance abuse treatment. Through reading *The Heart and Soul of Change, Second Edition: Delivering What Works in Therapy* clinicians of varied levels of experience will improve their understanding of what is truly therapeutic in the diverse forms of psychotherapy practiced today.

Elite Parties, Poor Voters - Tariq Thachil 2014-11-17

Why do poor people often vote against their material interests? This puzzle has been famously studied within wealthy Western democracies, yet the fact that the poor voter paradox also routinely manifests within poor countries has remained unexplored. This book studies how this paradox emerged in India, the world's largest democracy. Tariq Thachil shows how arguments from studies of wealthy democracies (such as moral values voting) and the global south (such as patronage or ethnic appeals) cannot explain why poor voters in poor countries support parties that represent elite policy interests. He instead draws on extensive survey data and fieldwork to document a novel strategy through which elite parties can recruit the poor, while retaining the rich. He shows how these parties can win over disadvantaged voters by privately providing them with basic social services via grassroots affiliates. Such outsourcing permits the party itself to continue to represent the policy interests of their privileged base.

Silent Spring - Rachel Carson 2002

Discusses the reckless annihilation of fish and birds by the use of pesticides and warns of the possible genetic effects on humans.

The Persuasion Handbook - James Price Dillard 2002-07-23

The *Persuasion Handbook* provides readers with cogent, comprehensive summaries of research in a wide range of areas related to persuasion. From a topical standpoint, this handbook takes an interdisciplinary

approach, covering issues of interest to interpersonal and mass communication researchers as well as psychologists and public health practitioners. Persuasion is presented in this volume on a micro to macro continuum, moving from chapters on cognitive processes, the individual, and theories of persuasion to chapters highlighting broader social factors and phenomena related to persuasion, such as social context and larger scale persuasive campaigns. Each chapter identifies key challenges to the area and lays out research strategies for addressing those challenges.

Influence - Robert B. Cialdini 1988

The Civic Culture - Gabriel Abraham Almond 2015-12-08

The authors interviewed over 5,000 citizens in Germany, Italy, Mexico, Great Britain, and the U.S. to learn political attitudes in modern democratic states. Originally published in 1963. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

Encyclopedia of Social Psychology - Roy F. Baumeister 2007-08-29

The Encyclopedia of Social Psychology is designed as a road map to this rapidly growing and important field and provides individuals with a simple, clear, jargon-free introduction. These two volumes include more than 600 entries chosen by a diverse team of experts to comprise an exhaustive list of the most important concepts. Entries provide brief, clear, and readable explanations to the vast number of ideas and concepts that make up the intellectual and scientific content in the area of social psychology.

Age of Propaganda - Anthony R. Pratkanis 2001-03-14

Examines the patterns, motives, and effects of mass persuasion, discussing the history of propaganda, how the message of propaganda is delivered, and counteracting the tactics of mass persuasion.

Theories for Direct Social Work Practice - Joseph Walsh 2014-01-01

Walsh's text incorporates concise, comprehensive coverage of eleven major clinical practice theories commonly used in assessment, planning, and intervention tasks with individuals, families, and groups. The book's scope encompasses a broad view of the field of practice, yet still allows students to look closely at each theory discussed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Politics of Common Sense - Deva R. Woodly 2015

"The way that movements communicate with the general public matters for their chances of lasting success. Comparing the public discourse on the living wage and marriage equality between 1994 and 2004, Deva Woodly shows that movement-led political change is rooted in whether or not movements are able to gain political acceptance"--

Architectural Research Methods - Linda N. Groat 2013-04-03

A practical guide to research for architects and designers—now updated and expanded! From searching for the best glass to prevent glare to determining how clients might react to the color choice for restaurant walls, research is a crucial tool that architects must master in order to effectively address the technical, aesthetic, and behavioral issues that arise in their work. This book's unique coverage of research methods is specifically targeted to help professional designers and researchers better conduct and understand research. Part I explores basic research issues and concepts, and includes chapters on relating theory to method and design to research. Part II gives a comprehensive treatment of specific strategies for investigating built forms. In all, the book covers seven types of research, including historical, qualitative, correlational, experimental, simulation, logical argumentation, and case studies and mixed methods. Features new to this edition include: Strategies for investigation, practical examples, and resources for additional information A look at current trends and innovations in research Coverage of design

studio-based research that shows how strategies described in the book can be employed in real life A discussion of digital media and online research New and updated examples of research studies A new chapter on the relationship between design and research Architectural Research Methods is an essential reference for architecture students and researchers as well as architects, interior designers, landscape architects, and building product manufacturers.

Win Bigly - Scott Adams 2018-10-30

The New York Times bestseller that explains one of the most important perceptual shifts in the history of humankind Scott Adams was one of the earliest public figures to predict Donald Trump's election. The mainstream media regarded Trump as a lucky clown, but Adams – best known as “the guy who created Dilbert” -- recognized a level of persuasion you only see once in a generation. We're hardwired to respond to emotion, not reason, and Trump knew exactly which emotional buttons to push. The point isn't whether Trump was right or wrong, good or bad. Adams goes beyond politics to look at persuasion tools that can work in any setting—the same ones Adams saw in Steve Jobs when he invested in Apple decades ago. Win Bigly is a field guide for persuading others in any situation—or resisting the tactics of emotional persuasion when they're used on you. This revised edition features a bonus chapter that assesses just how well Adams foresaw the outcomes of Trump's tactics with North Korea, the NFL protesters, Congress, and more.

Social Science Research - Anol Bhattacharjee 2012-04-01

This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

Yes! - Noah J. Goldstein 2008-09-03

Learn how small changes can make a big difference in your powers of persuasion with this New York Times bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, Yes! reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, Yes! presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in Yes! will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, Yes! shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

Persuasion in Specialised Discourses - Olga Dontcheva-Navratilova 2020-12-10

This book examines the concept of persuasion in written texts for specialist audiences in the English and Czech languages. By exploring a corpus of academic research articles, corporate reports, religious sermons and user manuals the authors aim to reveal similarities and differences in rhetorical strategies across cultures and genres. They draw on Biber and Conrad's (2009) model for contextualising interaction in specialised discourses, Bell's (1997) framework for the analysis of participants roles, Swales' (1990) genre analysis approach for considering genre constraints and Hyland's (2005) metadiscourse model for investigating writer-reader interaction. The result is a book which will appeal to researchers and students in Discourse Studies, especially those with an interest in genre and rhetorical strategies.