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By Robert H. Gass;John S. Seiter

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Theory of influence . Cialdini's theory of influence is based on the principles of reciprocity, commitment and consistency, social proof, authority, liking, and scarcity.

http://en.wikipedia.org/wiki/Robert_Cialdini

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Social influence occurs Herbert Kelman identified three broad varieties of social influence. Compliance is when Persuasion is the process of guiding

http://en.wikipedia.org/wiki/Social_influence

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