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The seven secrets of persuasion revealed in this book are not a collection of separate techniques that you need to choose among. You can use any one, two, or all of them whenever you attempt to persuade, whether you seek to persuade one or many, and whether the goal is important or trivial.

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CONCLUSION. The secrets of persuasion are effective because they address the lizard inside: our automatic, nonconscious mental system. We know now this automatic system affects all our choices and is the sole influence in many. But we learned this only recently. In the past, the theory of persuasion had focused on the us we are familiar with: the reflective mental system, the only mental system ...

Conclusion - 7 Secrets of Persuasion [Book]

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