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Things Catch On

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~~to Influence~~

~~Others How to~~

~~Add Stunning~~

~~Value and Be~~

~~More Influential~~

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*How to Influence
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Training*

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(School Project)~~

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What makes
people talk and
share? *Jonah
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Pleasing Leaves
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smell it, taste
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take. We probably believe that we are rational and are in control of our choices, tastes and opinions but let's not get overly confident with this...

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subtle
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power to

transform the

way we see

ourselves and

our place in the

world.” –

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For anyone
trying to limit
the impact of
unwanted
influences in
their life or
wanting to take

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Advantage of the
powers of subtle
persuasion,
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Influence brings
to light the
once "hidden
forces that
shape behavior."

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trying to get
someone to like
you, drum up cus-
tomers/followers

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, or be more
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your time, Jonah
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how subtle
persuasion can
help you achieve
these goals and
more.

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In his new book,
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Berger takes us

inside the

conscious and

unconscious ways

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that social influences shape our decisions. Knowledge@Wharton recently had an opportunity to talk with Berger about his book.

~~'Invisible Influence': What Really Shapes Our Decisions~~
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subtle, secret influences that affect the decisions we make from what we buy, to the careers we choose, to what we eat in his latest New York Times bestseller that is a rare business book that s both

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Informative and
enough fun to
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you're like most
people, you
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