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Influence: The
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Cialdini, R. B. (1984).

Influence: The
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Persuasion (ISBN
0-688-12816-5). Also
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textbook Influence:
Science and Practice
(ISBN
0-321-01147-3).

Cialdini, R. B. (2001).
Influence: Science
and practice (4th ed.).
Boston: Allyn &
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