



BOOK NOTES

Influence

by Robert B. Cialdini

- Reciprocity: We feel obligated to repay favors - give value first.
- Commitment and Consistency: Once committed, we act to stay committed with past choices.
- Social Proof: In uncertainty, we follow what others do.
- Authority: We defer to credible experts and perceived authorities.
- Liking: We're persuaded more by people we like and find similar.
- Scarcity: We value things more when they're rare or disappearing.
- Mental shortcuts (heuristics) guide most decisions automatically.
- Small initial commitments lead to larger, consistent behavior later.
- "Because" alone can trigger compliance-the reason matters less than having one.
- Authority symbols (titles, credentials) influence us reflexively.
- Cooperative goals and shared interests override natural opposition.
- We mimic behaviors of those we perceive as similar to us.
- Ethical influence requires understanding these principles-for good and ill.
- Recognition of these patterns helps you resist manipulation.

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