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## **Persuasion - Wikipedia**

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took the form of experiments performed, for the most part, in my laboratory and on college students. I wanted to find out which psycho-logical principles influence the tendency to comply with a request.

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Robert Beno Cialdini (born April 27, 1945) is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University, as well as at the University of California at Santa Cruz.

## **Robert Cialdini - Wikipedia**

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