

# Robert Cialdini

## Quotes

*People, Successful, Wish, Ability, Teaching, Attention, Consciousness, Trying, Feelings, Yield, Flower, Opponents, Decision, Action, Loss, Views, Commodity, Pay Attention, Party, Important*

Our best evidence of what people truly feel and believe comes less from their words than from their deeds.

~Robert Cialdini

A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do.

~Robert Cialdini

We will use the actions of others to decide on proper behavior for ourselves, especially when we view those others as similar to ourselves

~Robert Cialdini

The obligation to receive reduces our ability to choose whom we wish to be indebted to and puts that power in the hands of others.

~Robert Cialdini

Presuasion is what you say immediately before you deliver your message that leverages your success tremendously.

~Robert Cialdini

What new psychology suggests, it's the factor that is top of consciousness at the moment before you make that economic decision that will win the day.

~Robert Cialdini

The joy is not in experiencing a scarce commodity but in possessing it.

~Robert Cialdini

There's a difference between a mystery and a question. Questions demand answers, but a mystery demands something more valuable-explanation.

~Robert Cialdini

By concentrating our attention on the effect rather than the causes, we can avoid the laborious, nearly impossible task of trying to detect and deflect the many psychological influences on liking.

~Robert Cialdini

Pre-suasion is the practice of getting people sympathetic to your message before they experience it.

~Robert Cialdini

At the beginning of each lecture I say, 'Here's a set of events unexplainable by common sense, and I promise you'll be able to solve this mystery at the end of class.'

~Robert Cialdini

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