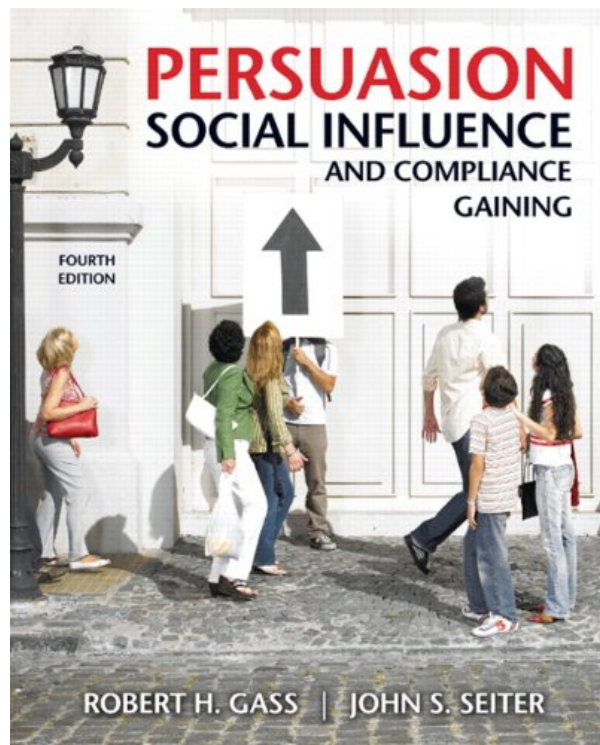
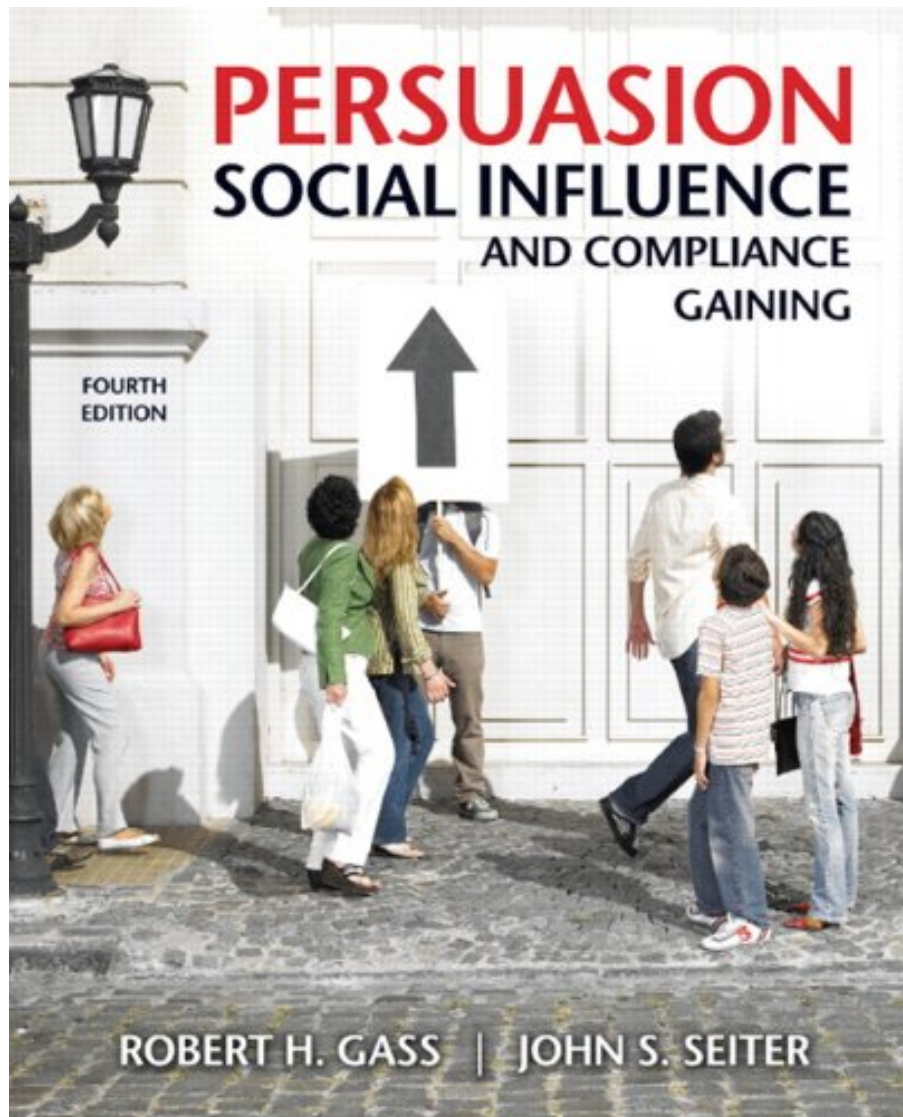


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Why Buy the 4th Edition of This Book?

Why buy the new edition of this text, the cost-conscious student may reasonably ask. Why not settle for an older, used edition? It's a fair question that deserves an honest answer. We've revised and updated this 4th edition because important developments in persuasion research and practice have taken place since the last edition. In point of fact, the material in every chapter has been updated to reflect current research findings and current practices.

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#### About the Author

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Grounded in contemporary scholarship, *Persuasion: Social Influence, and Compliance Gaining* not only provides a comprehensive overview of persuasion theory and application, but also engages students in the thoughtful evaluation of the role that persuasive messages play in their own everyday lives.

This Fourth Edition guides students from understanding established theories and models of persuasion, to being able to develop and apply general conclusions about persuasion in real-world settings. The authors present a social-scientific perspective of persuasion that includes in a wide variety of contexts and connects with students by drawing on numerous real-life examples and applications of persuasion.

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