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You Unfulfilled \u0026

Learning to Say NO? Book

Trailer. Invisible Forces.

The Hidden Influences that

Make or Break Your Life

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~~Hidden Forces~~

We can't directly see it,

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smell it, taste it or perhaps describe it but it is there - the invisible, subtle influences that affect the decisions we take. We probably believe that we are rational and are in control of our choices,

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tastes and opinions but
let's not get overly
confident with this...

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In *Invisible Influence*, the New York Times bestselling author of *Contagious* explores the subtle influences that affect the decisions we make—from what we buy, to the careers we choose, to what we eat.

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Invisible Influence is a
book with the power to
transform the way we see
ourselves and our place in

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the world.” — Arianna
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again: Written a fascinating
book that brims with ideas
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In his surprising and
compelling Invisible
Influence, Jonah Berger
integrates research and
thinking from business,
psychology, and social

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science to focus on the subtle, invisible influences behind our choices as individuals. By understanding how social influence works, we can decide when to resist and when to embrace it—and how

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we can use this knowledge to
make better-informed
decisions and exercise more
control over our own
behavior.

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Invisible Influence is a book with the power to transform the way we see ourselves and our place in the world. " -Arianna Huffington, author of Thrive
" Jonah Berger has done it

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Forces That Shape
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again: Written a fascinating
book that brims with ideas
and tools for how to think
about the world.

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For anyone trying to limit

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the impact of unwanted influences in their life or wanting to take advantage of the powers of subtle persuasion, Invisible Influence brings to light the once "hidden forces that shape behavior." Whether you

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are trying to get someone to like you, drum up customers/followers, or be more productive with your time, Jonah Berger shares how subtle persuasion can help you achieve these goals and more.

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Here is a quick description
and cover image of book
Invisible Influence: The
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Behaviorwritten by Jonah
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York Times bestselling author of Contagious explores the subtle influences that affect the decisions we make—from what we buy, to the careers we choose, to what we eat.

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Invisible Influence is a book with the power to transform the way we see ourselves and our place in the world." – Arianna

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Huffington, author of Thrive
"Jonah Berger has done it
again: Written a fascinating
book that brims with ideas
and tools for how to think
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In his new book, *Invisible Influence: The Hidden Forces That Shape Behavior*, Wharton marketing professor Jonah Berger takes us inside the conscious and unconscious

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ways that social influences
shape our decisions.

Knowledge@Wharton recently
had an opportunity to talk
with Berger about his book.

~~'Invisible Influence': What
Really Shapes Our Decisions~~

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Jonah Berger, the
bestselling author of
Contagious, explores the

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subtle, secret influences
that affect the decisions we
make from what we buy, to
the careers we choose, to
what we eat in his latest
New York Times bestseller
that is a rare business book
that is both informative and

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enough fun to take to the
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author of Contagious
explores the subtle, secret
influences that affect the
decisions we make—from what
we buy, to the careers we
choose, to what we eat—in

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this fascinating and
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decisions we make—from what
we buy, to the careers we
choose, to what we eat. If
you're like most people, you
think your individual tastes

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and opinions drive your
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