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For anyone trying to limit 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 are trying to get

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Forces That Shape Behavior

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 Hidden Forces that Shape Behavior written by Jonah Berger which was published in 2016-6-14. You can read this before Invisible Influence: The Hidden Forces that Shape Behavior PDF EPUB full Download at the bottom. In Invisible Influence, the New York Times

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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 ways that social influences shape our decisions. Knowledge@Wharton recently had an opportunity to talk with

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Berger about his book.

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bestselling 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 his latest New York Times bestseller that is a rare business book that is both informative and enough fun to take to the beach (Fortune.com).



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buy, to the careers we choose, to what we eat—in this fascinating and groundbreaking work.

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In Invisible Influence, the New York Times bestselling author of Contagious explores

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the subtle influences that affect the 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 and opinions drive your choices and behaviors.

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