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"The Influential Mind" explains to us, through behavioral science, how illogical humans really are. We say that we're truly logical beings who use higher thought to make our own, individual, decisions (not being influenced by anyone or anything else). Well, that's mostly wrong.

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Not so fast, argues cognitive scientist Tali Sharot, whose new book, The Influential Mind, explores how emotion tends to overpower reason when it comes to human decision-making.” — TIME.com “ In the arena of behavioral science, little has held more potential than the striking advances in behavioral neuroscience and little has stood to gain as much from those advances as the study of social influence.

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Her new book “ The Influential Mind ” aims to explain the phenomenon of influence (changing others' mind) from three different perspectives (a) why we often fail to influence others, (b) what we can learn to influence others, and (c) how to recognize when others influence us.

~~Frontiers | Book Review: The Influential Mind: What the ...~~

Not so fast, argues cognitive scientist Tali Sharot, whose new book, The Influential Mind, explores how emotion tends to overpower reason when it comes to human decision-making.” — TIME.com “ In the arena of behavioral science, little has held more potential than the striking advances in behavioral neuroscience and little has stood to gain as much from those advances as the study of social influence.

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The Influential Mind. A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better. In The Influential Mind, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media.

~~[PDF] The Influential Mind~~

Welcome to The Influential Mind Welcome to the universal resource for anyone interested in becoming a master of influence. Here you will discover the many aspects of influence including persuasion, salesmanship, rapport building, mind control, mind reading, body language and ultimately how you can build relationships that will take your life to the next level.

~~Home — THE INFLUENTIAL MIND~~

The Influential Mind – What the Brain Reveals About Our Power to Change Others. In The Influential Mind, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence. We all have a duty to affect others—from the classroom to the boardroom to social media.

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In the age of big data, it's easy to assume that cold, hard facts can drive change. Not so fast, argues cognitive scientist Tali Sharot, whose new book, *The Influential Mind*, explores how emotion tends to overpower reason when it comes to human decision-making (Time) *The Influential Mind* will make you gasp with surprise - and laugh with recognition. Many of our most cherished beliefs about how to influence others turn out to be wrong; Sharot sets them right.

~~The Influential Mind: What the Brain Reveals About Our ...~~

Not so fast, argues cognitive scientist Tali Sharot, whose new book, *The Influential Mind*, explores how emotion tends to overpower reason when it comes to human decision-making.” — TIME.com “ In the arena of behavioral science, little has held more potential than the striking advances in behavioral neuroscience and little has stood to gain as much from those advances as the study of social influence.

~~The Influential Mind | Tali Sharot | Macmillan~~

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THE INFLUENTIAL MIND WHAT THE BRAIN REVEALS ABOUT OUR POWER TO CHANGE OTHERS by Tali Sharot RELEASE DATE: Sept. 19, 2017 A pop-science tour of the brain and the “ systematic mistakes we make when we attempt to change

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minds, as well as [an illumination of] what occurs during those instances in which we succeed. ”

~~THE INFLUENTIAL MIND | Kirkus Reviews~~

“ The Influential Mind brilliantly unpacks the science of influence, offering guidance not only on how to influence others—but how to stop others from influencing us. ” — Michael Norton, Harvard Business School, coauthor of Happy Money: The Science of Smarter Spending

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According to Tali Sharot, associate professor of cognitive neuroscience, founder and director of the Affective Brain Lab at University College London, and author of The Influential Mind: What the Brain Reveals About Our Power to Change Others, it really depends on the situation.

~~Tali Sharot | Unpacking the Science of the Influential Mind~~

When two people make decisions together, when they disagree.... the brain really fails to encode the information coming from the disagreeing partner. But when two people agree, each person is very precisely encoding the information coming from the agreeing partner. Her latest book, The Influential Mind, explores the many ways our brain receives information and why.

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~~Tali Sharot: The Influential Mind — UPLIFT~~

Publisher's Summary A cutting-edge, research-based inquiry into how we influence those around us and how understanding the brain can help us change minds for the better. In *The Influential Mind*, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence.

~~The Influential Mind by Tali Sharot | Audiobook | Audible.com~~

The Influential Mind: What the Brain Reveals About Our Power to Change Others (Unabridged)

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A cutting-edge, research-based inquiry into how we influence those around us, and how understanding the brain can help us change minds for the better. In *The Influential Mind*, neuroscientist Tali Sharot takes us on a thrilling exploration of the nature of influence.

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