



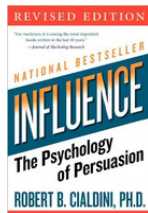
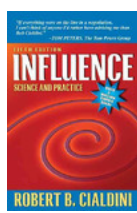
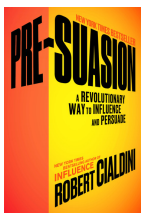
*Harvard Business Review* lists Dr. Cialdini's research in  
"Breakthrough Ideas for Today's Business Agenda."

He is a *New York Times*, *Wall Street Journal*,  
and *USA Today* Best-Selling author.

*Fortune Magazine* lists *Influence* in their "75 Smartest Business Books."

*CEO Read* lists *Influence* in their "100 Best Business Books of All Time."

# DR. ROBERT CIALDINI



Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

His books including, *Influence: Science & Practice*, are the result of decades of peer-reviewed research on why people comply with requests. *Influence* has sold over three million copies, is a *New York Times* Bestseller and has been published in over 30 languages.

His new book, *Pre-Suasion: A Revolutionary Way to Influence and Persuade*, published by Simon & Schuster, quickly became a *Wall Street Journal* and a *New York Times* Bestseller.

Because of the world-wide recognition of Dr. Cialdini's cutting-edge scientific research and his ethical business and policy applications, he is frequently regarded as the "Godfather of Influence."

Dr. Cialdini received his Ph.D from the University of North Carolina and post doctoral training from Columbia University. He has held Visiting Scholar Appointments at Ohio State University, the University of California, the Annenberg School of Communications, and the Graduate School of Business of Stanford University. Currently, Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University.

Dr. Cialdini is President and CEO of **INFLUENCE AT WORK**; focusing on ethical influence training, corporate keynote programs, and the CMCT (Cialdini Method Certified Trainer) program.

Dr. Cialdini's clients include such organizations as Google, Microsoft, Cisco Systems, Kimberly-Clark Corporation, Bayer, Coca Cola, KPMG, AstraZeneca, Ericsson, Kodak, Merrill Lynch, Nationwide Insurance, Pfizer, AAA, Northern Trust, IBM, Prudential, The Mayo Clinic, GlaxoSmithKline, Harvard University - Kennedy School, The Weather Channel, the United States Department of Justice, and NATO.

- Dateline NBC
- CNBC
- CNN
- ABC

- Washington Post
- On Wall Street
- Forbes Magazine
- Business Week
- Chicago Tribune
- USA Today
- London Times
- Scientific American
- Los Angeles Times
- Psychology Today
- Selling Power
- BBC

- Sales and Marketing Magazine
- Leader to Leader Magazine
  - The Atlantic Journal
  - The Denver Post
  - The New York Times
- Harvard Business Review
  - Fortune Magazine
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  - PBS

**Influence, Pre-Suasion,  
Sales, Marketing,  
Management,  
Leadership,  
Communication, &  
Negotiation**