

Perspectives on Persuasion, Social Influence, and Compliance Gaining

By John S. Seiter, Robert H. Gass

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This collection of chapters--written by some of the most important persuasion scholars of our time--represents the scope, depth, and richness of the field of persuasion. With contributions from authors in a wide variety of disciplines, *Perspectives On Persuasion, Social Influence, and Compliance Gaining* provides readers with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives.

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Editorial Review

From the Back Cover

This collection of chapters ¿ written by some of the most important persuasion scholars of our time ¿ represents the scope, depth, and richness of the field of persuasion. With contributions from authors in a wide variety of disciplines, *Perspectives On Persuasion, Social Influence, and Compliance Gaining* provides students with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives. Contributing authors include: Richard Petty, John Cacioppo, James Dillard, Daniel O'Keefe, Michael Cody, Robert Cialdini, Michael Burgoon, Linda Carli, David Buller, Judee Burgoon, and others.

Features:

- Students gain insights directly from those who produced the theories and research, as these top-notch scholars reflect on the development of the theory or research, where it is going, and where it has been.
- The contributors come from multiple disciplines, including communication, psychology, and business, offering students multiple perspectives on the content.
- Introductions to each section provide students with the rationale for student, an appreciation of ethics, an orientation to each chapter, and an understanding of each chapter's contribution to the field.
- Early chapters on conceptualizations of persuasion, the history of the field, and theoretical developments give students the background necessary for understanding what persuasion is and how it functions
- Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice.
- Concrete examples of theories and concepts bring the text to life and help students more easily understand the material.
- Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion.

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Terry Holmes:

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