

My Favorite Persuasion Books of All Time

The Psychology of Influence Robert Cialdini

How to Persuade People Who Don't Want to Be Persuaded Joel Bauer

Think Two Products Ahead Ben Mack

The Psychology of Persuasion Kevin Hogan

Covert Persuasion Kevin Hogan

Persuasion: The Art of Getting What You Want Dave Lakhani

Coercion Douglass Rushkoff

Resistance and Persuasion Eric Knowles

Propaganda Edward Bernays

The Power of Persuasion: How We Are Bought and Sold Robert Levine

Why We Buy Paco Underhill

Brainwashing Kathleen Taylor

Power and Influence Robert Dilenschneider

The Persuasion Handbook James Price Dillard

The Art of Storytelling John Walsh

Narrative Impact: Social and Cognitive Functions Melanie Green

Persuasion Engineering Richard Brandler

Persuasion: Theory and Research Daniel O'Keefe

Persuasion in Society Herbert Simons

The True Believer Eric Hoffer

Secrets of Online Persuasion John-Paul Micek

The Elements of Persuasion Robert Dickman/Richard Maxwell

Virtual Persuasion: The Role of Images in Advertising Paul Messaris

Thank You For Arguing Jay Heinrichs