

# DR. ROBERT CIALDINI

## INTRODUCTION

- Dr. Robert Cialdini has spent more than 30 years researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.
- Dr. Cialdini's book, *Influence*, has appeared in 20 languages. And Fortune Magazine recommends INFLUENCE in their most important books for business. *Influence* has sold over one million copies and has been listed on the New York Times Business Best Seller List.
- Currently, Dr. Cialdini holds dual appointments at Arizona State University. He is a W.P. Carey Distinguished Professor of Marketing and Regents' Professor of Psychology, where he has also been named Distinguished Graduate Research Professor. He has also taught at the Stanford Graduate School of Business and Harvard's Kennedy School of Government.
- Dr. Cialdini's clients include: LIMRA International, Pfizer, Merrill Lynch, Wells Fargo, NATO, and The Peter Drucker Foundation.
- In the field of influence and persuasion, Dr. Cialdini is the most cited social psychologist in the world today.
- Harvard Business Review has listed his research in their Breakthrough Ideas for Today's Business Agenda

Please help me welcome Dr. Robert Cialdini.