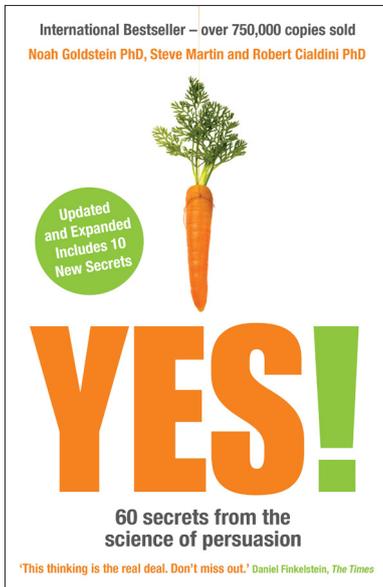


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PRESS RELEASE

New Chapters. Updated Insights. More Secrets.



Yes! Tenth Anniversary Edition

60 secrets from the science of persuasion

By Noah J. Goldstein PhD, Steve Martin
and Robert B. Cialdini PhD

Published 27 April 2017 by Profile Books
£9.99 paperback and eBook

‘Completely changed my way of looking at the world ...
the *Freakonomics* of social psychology. It’s a handbook to the world.’

Daniel Finkelstein, Executive Editor, The Times

‘Surprising, provocative, fun.’

Tim Harford, The Undercover Economist

Ten years ago a team of persuasion scientists published a book with a bold claim: Anyone who wanted to be more influential in their professional and personal lives could be, simply by following a hidden set of rules scientifically proven to work. **Yes! 50 secrets from the science of persuasion** quickly hit the global bestseller lists becoming an indispensable guide for leaders, business executives, marketers, parents and even politicians.

This special tenth anniversary edition of **Yes!** includes ten new chapters and dozens of new insights — all scientifically proven to help you become more persuasive.

- What can you do on tomorrow’s commute to increase your powers of influence?
- In pitches and interviews are you more likely to be successful if you go first or last?
- Do your teeth really appear whiter if you use toothpaste made by a company that donates to charity?
- Does your job title make you appear taller or shorter (and why does it matter)?
- To attract more customers should your company slogan be a statement or a question?
- Why are online ads persuasive (even if you don’t see them)?
- And should your Tinder profile really be written in rhyme?

Over the past decade ideas from **Yes!** have been embraced not only by business but by governments too. The ideas are arguably more relevant than ever.

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The Authors

Steve Martin, Noah Goldstein and **Robert Cialdini**

are renowned practitioners of the science of persuasion. Their books have sold over 4 million copies, are taught in Business Schools around the world and have attracted the interest of world leaders, policy makers and global businesses.

They are the authors of the Royal Society Prize listed bestseller **Yes!** and **The Small Big**.



Steve Martin is an author, business columnist and CEO of INFLUENCE AT WORK UK. His work applying persuasion science to business and public policy has been featured in the national and international press including BBC TV and radio, *The Times*, *Wall Street Journal*, *New York Times*, *Harvard Business Review* and *Time* magazine. (Steve penned the original and now world-famous set of Tax Letters that generated millions in extra revenue for the UK Government). His regular columns are read by over 2 million people every month and include the monthly 'Persuasion' column in *British Airways*' in-flight magazine and the *Harvard Business Review*. He is a guest lecturer on Executive Programmes at the London Business School, the London School of Economics and the Judge Business School, University of Cambridge.

Noah Goldstein is Associate Professor of Management and Organization, Psychology, and Medicine at UCLA Anderson School of Management. He previously served on the faculty of the University of Chicago Booth School of Business. His research and writing on persuasion and influence have been published in many of the premier business journals. Goldstein's work on persuasion was featured in the *Harvard Business Review* 2009 List of Breakthrough Ideas and has regularly been featured in prominent news outlets such as the *New York Times*, the *Wall Street Journal*, and *National Public Radio*.

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. Dr. Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University. As well as his best-selling books, his groundbreaking research has been featured in the most prestigious of scientific journals as well as on TV, radio, and in business and national press throughout the world. He is author of bestselling books *Influence* and *Pre-Suasion*. In the field of influence and persuasion Cialdini is the most cited living social psychologist in the world today.

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