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# THE SMALL BIG: SMALL CHANGES THAT SPARK BIG INFLUENCE



Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Small Big: Small Changes That Spark Big Influence, Steve Martin, Noah Goldstein, Robert B. Cialdini, At some point today you will have to influence or persuade someone - perhaps ask a colleague a favour, negotiate with a contractor or get your spouse to put out the recycling. In The small BIG, three heavyweights from the world of persuasion science and practice - Steve Martin, Noah Goldstein and Robert Cialdini - ...

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- Authored by Steve Martin, Noah Goldstein, Robert B. Cialdini
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