Persuasion and Communication in Sport, Exercise, and Physical Activity "Learn the six psychological secrets behind our powerful impulse to comply." - cover.

Strategic Political Communication A comprehensive overview of persuasion theory Persuasion: Social Influence and Compliance Gaining first helps students understand established theories and models of persuasion. It then encourages them to develop and apply general conclusions about persuasion in real-world settings. The 5th edition explores how social media continues to be a form of influence, but it also looks at grassroots movements, such as the Tea Party and Occupy Wall Street, and traditional forms of persuasion, such as advertising, marketing, and political campaigning. This text is available in a variety of formats — print and digital. Check your favorite digital provider for your eText, including CourseSmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab. Learning Goals Upon completing this book, readers will be able to: Understand how persuasion works Discuss the impact culture has on persuasion Understand and identify key differences among persuasion, propaganda, and manipulation 0205956254 / 9780205956258 Persuasion: Social Influence and Compliance Gaining Plus MySearchLab with eText -- Access Card Package Package consists of 0205239927 / 9780205239924 MySearchLab with Pearson eText -- Valuepack Access Card 0205912966 / 9780205912964 Persuasion: Social Influence and Compliance Gaining

Attitudes And Persuasion Persuasion, Social Influence, and Compliance Gaining looks at persuasion from a broad-based perspective, encompassing the full scope of persuasion found in everyday life. Linked to empirical research, this book takes the reader from persuasion theory to qualified conclusions about the operation of persuasion in real-world settings and examines persuasion from a social science perspective. Written in a highly accessible style, this book involves the reader by providing information and real-life examples with which they can easily identify.

Nlp The study of social influence has been central to social psychology since its inception. In fact, research on social influence
predated the coining of the term social psychology. Its influence continued through the 1960s, when it made seminal contributions to the beginning of social psychology’s golden age. However, by the mid-1980s, interest in this area waned, while at the same time, and perhaps not coincidentally, interest in social cognition waxed. Now the pendulum is swinging back, as seen in growing interest in non-cognitive, motivational accounts. The Oxford Handbook of Social Influence will contribute to a resurgence of interest in social influence that will restore it to its once preeminent position. Written by leading scholars, the chapters cover a variety of topics related to social influence, incorporating a range of levels of analysis (intrapersonal, interpersonal, and intragroup) and both source (the influencers) and target (the influenced) effects. The volume also examines theories that are most relevant to social influence, as well as social influence in applied settings. The chapters contribute to the renaissance of interest in social influence by showing that it is time to reexamine classic topics in social influence; by illustrating how integrations/ elaborations that advance our understanding of social influence processes are now possible; by revealing gaps in the social influence literature; and by suggesting future lines of research. Perhaps the most important of these lines of work will take into account the change from traditional social influence that occurs face-to-face to social media-mediated influence that is likely to characterize many of our interactions in the future.

Empowering Leadership of Tomorrow

Perspectives on Persuasion, Social Influence, and Compliance Gaining This book shows how Empowering Leadership (EL) can drive success in business and have an immense social impact.

The Science of Social Influence Resistance and Persuasion is the first book to analyze the nature of resistance and demonstrate how it can be reduced, overcome, or used to promote persuasion. By examining resistance, and providing strategies for overcoming it, this new book generates insight into new facets of influence and persuasion. With contributions from the leaders in the field, this book presents original ideas and research that demonstrate how understanding resistance can improve persuasion, compliance, and social influence. Many of the authors present their research for the first time. Four faces of resistance are identified: reactance, distrust, scrutiny, and inertia. The concluding chapter summarizes the book’s theoretical contributions and establishes a resistance-based research agenda for persuasion and attitude change. This new book helps to establish resistance as a legitimate sub-field of persuasion that is equal in force to influence. Resistance and Persuasion offers many new revelations about persuasion:
* Acknowledging resistance helps to reduce it. * Raising reactance makes a strong message more persuasive. * Putting arguments into a narrative increases their influence. * Identifying illegitimate sources of information strengthens the influence of legitimate sources. * Looking ahead reduces resistance to persuasive attempts. This volume will appeal to researchers and students from a variety of disciplines including social, cognitive, and health psychology, communication, marketing, political science, journalism, and education.

The Process of Social Influence The second edition of The Oxford Handbook of Personality and Social Psychology beautifully captures the history, current status, and future prospects of personality and social psychology. Building on the successes and strengths of the first edition, this second edition of the Handbook combines the two fields of personality and social psychology into a single, integrated volume, offering readers a unique and generative agenda for psychology. Over their history, personality and social
psychology have had varying relationships with each other—sometimes highly overlapping and intertwined, other times contrasting and competing. Edited by Kay Deaux and Mark Snyder, this Handbook is dedicated to the proposition that personality and social psychology are best viewed in conjunction with one another and that the synergy to be gained from considering links between the two fields can do much to move both areas of research forward in order to better enliven our collective understanding of human nature. Contributors to this Handbook not only offer readers fascinating examples of work that cross the boundaries of personality and social psychology, but present their work in such a way that thinks deeply about the ways in which a unified social-personality perspective can provide us with a greater understanding of the phenomena that concern psychological investigators. The chapters of this Handbook effortlessly weave together work from both disciplines, not only in areas of longstanding concern, but also in newly emerging fields of inquiry, addressing both distinctive contributions and common ground. In so doing, they offer compelling evidence for the power and the potential of an integrated approach to personality and social psychology today.

The Dynamics of Persuasion

Persuasive Peers The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades. Author Richard M. Perloff speaks to students in a style that is engaging and informational, explaining key theories and research as well as providing timely and relevant examples. The companion website includes materials for both students and instructors and expanding the pedagogical utilities. The sixth edition includes: updated theoretical and applied research in a variety of areas, including framing, inoculation, and self-affirmation; new studies of health campaigns; expanded coverage of social media marketing; enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion. The fundamentals of the book—emphasis on theory, clear-cut explanation of findings, in-depth discussion of persuasion processes and effects, and easy-to-follow real-world applications—continue in the sixth edition.

The Female Persuasion The contributions to this volume capture the thrill of current work on social influence, as well as providing a tutorial on the scientific and technical aspects of this research. The volume teaches the student to: Learn how to conduct lab, field, and case research on social influence through example by leading researchers Find out about the latest discoveries including the status of research on social influence tactics, dissonance theory, conformity, and resistance to influence Discover how seemingly complex issues such as power, rumors, group and minority influence and norms can be investigated using the scientific method Apply knowledge to current influence campaigns to find out what works and what does not. The Science of Social Influence is the perfect core or complementary text for advanced undergraduate or graduate students in courses such as Attitudes and Attitude Change, Communications, Research Methods and, of course, Social Influence.

Resistance and Persuasion Every day we are asked to fulfill others’ requests, and we make regular requests of others too, seeking compliance with our desires, commands and suggestions. This accessible text provides a uniquely in-depth overview of the different social influence techniques people use in order to improve the chances of their requests being fulfilled. It both describes each of the techniques in question and explores the research behind them, considering questions such as: How do we know that they work? Under what conditions are they more or less likely to be effective? How might individuals successfully resist attempts by others to influence them? The book groups social influence techniques according to a common characteristic: for instance, early chapters
describe "sequential" techniques, and techniques involving egotistic mechanisms, such as using the name of one's interlocutor. Later chapters present techniques based on gestures and facial movements, and others based on the use of specific words, re-examining the way whether "please" really is a magic word. In every case, author Dariusz Dolinski discusses the existing experimental studies exploring their effectiveness, and how that effectiveness is enhanced or reduced under certain conditions. The book draws on historical material as well as the most up-to-date research, and unpicks the methodological and theoretical controversies involved. The ideal introduction for psychology graduates and undergraduates studying social influence and persuasion, Techniques of Social Influence will also appeal to scholars and students in neighbouring disciplines, as well as interested marketing professionals and practitioners in related fields.

Six Degrees of Social Influence An exploration of both classic and contemporary conceptions of leadership, focusing on social psychological approaches to central questions such as the way people think about leaders and leadership, the personality attributes of leaders, power and influence, trust, and the qualities that sustain positive relationships between leaders and followers.

Persuasion Now in its Sixth Edition, Persuasion: Social Influence and Compliance Gaining continues to boast an accessible voice and vibrant aesthetic that appeal to undergraduate students of communication, psychology, advertising, and marketing. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice, and enhanced discussions of topics such as political campaigning, emotional marketing, olfactory influence, and ethics. Instructors can also use the book's downloadable test bank, instructor's manual, and PowerPoint slides in preparing course material.

Basic Group Processes Research on groups has been a major focus of concern among psychologists and sociologists for many years. The study of groups certainly deserves a central role in these disciplines since much of our behavior occurs in groups and many important social phenomena involve groups. Issues such as leadership, conformity, group decision-making, group task performance, and coalition formation have had a long history of research. However, recently a number of other areas of research have blossomed that provide interesting new perspectives on group processes (e.g., social impact). In addition, topics of research have developed outside the commonly accepted domain of group dynamics (e.g., self-disclosure) which seem to be concerned with rather basic group processes. Basic Group Processes was designed to bring together in one volume a representative sample of the broad range of work currently being done in the area of groups. Some of the chapters provide a review of the literature while others focus more specifically on current programs of research. All, however, provide new insights into basic group processes and a number provide broad integrative schemes. All of the authors were asked to emphasize theoretical issues rather than a detailed presentation of research. Basic Group Processes suggests that research on groups is a lively enterprise and forging interesting new theoretical and empirical directions.

Psychology 2e Resistance and Persuasion is the first book to analyze the nature of resistance and demonstrate how it can be
Get Free Persuasion And Social Influence

reduced, overcome, or used to promote persuasion. By examining resistance, and providing strategies for overcoming it, this new book generates insight into new facets of influence and persuasion. With contributions from the leaders in the field, this book presents original ideas and research that demonstrate how understanding resistance can improve persuasion, compliance, and social influence. Many of the authors present their research for the first time. Four faces of resistance are identified: reactance, distrust, scrutiny, and inertia. The concluding chapter summarizes the book's theoretical contributions and establishes a resistance-based research agenda for persuasion and attitude change. This new book helps to establish resistance as a legitimate sub-field of persuasion that is equal in force to influence. Resistance and Persuasion offers many new revelations about persuasion:

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Resistance and Persuasion "A typical presidential election campaign in Latin America sees between one-third and one-half of all voters changing their vote intentions across party lines in the months before election day-numbers unheard of and rarely seen in older democracies. This book proposes a new theory of Latin American voting behavior, examining how votes are truly up for grabs in democracies where political parties and mass partisanship are not deeply entrenched. The book argues that political discussion among peers causes volatility, and ultimately explains final vote choices. Describing and examining social networks of political discussion, the authors propose that everyday social communication is the hidden architecture that structures political outcomes in Latin America's less institutionalized democracies. Voters, embedded in networks of family members, friends, neighbors, coworkers, and acquaintances, are heavily persuaded by the debating and arguing, and agreeing and affirming, that happens in their social networks. Social Communication and Elections in Latin America reveals the hidden undercurrent of political discussion among voters in Latin America, advancing a new theory of voting behavior that accounts for the extended influence of election campaigns, the geographic clustering of political preferences, and the strategic maneuvers of political machines"--

Pre-Suasion 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.

Persuasion, Instructor's Review Copy

Persuasion in Society Would you like to know how to unleash your full potential so you can get what you want in life? Would you like to know how some people can seem to achieve tremendous success in everything they do? Would you like to know what differentiates the failures from the successful? This book could have the answers you're looking for.

Influence, New and Expanded Over the course of the last four decades, Robert Cialdini's work has helped spark an intellectual revolution in which social psychological ideas have become increasingly influential. The concepts presented in his book, Influence: The Psychology of Persuasion, have spread well beyond the geographic boundaries of North America and beyond the field of academic social psychology into the areas of business, health, and politics. In this book, leading authors, who represent many different countries and disciplines, explore new developments and the widespread impact of Cialdini's work in research areas ranging from persuasion strategy and social engineering to help-seeking and decision-making. Among the many topics covered, the authors discuss how people underestimate the influence of others, how a former computer hacker used social engineering to gain access to highly confidential computer codes, and how biology and evolution figure into the principles of influence. The authors break new ground in the study of influence.

Persuasion This is a guide to successful persuasion, using student-friendly examples to provide a much-needed balance between theory and application. The authors offer practical advice on refining purpose, understanding audience, and designing a persuasive message.

Influence (rev)

Persuasion This book constitutes the proceedings of the 7th International Conference on Persuasive Technology, PERSUASIVE 2012, held in Linköping, Sweden, in June 2012. The 21 full papers presented together with 5 short papers were carefully reviewed and selected from numerous submissions. In addition three keynote papers are included in this volume. The papers cover the typical fields of persuasive technology, such as health, safety and education.

Persuasion First Published in 2015. Routledge is an imprint of Taylor & Francis, an Informa company.
Persuasion and Human Action How can we use persuasion methods to make people more physically active and improve their sport and exercise experiences? How can instructors, coaches, athletes, and practitioners most effectively communicate their messages to others? Persuasion and Communication in Sport, Exercise, and Physical Activity is the first book to consider the applications of persuasion frameworks within activity-related contexts, while also summarizing the major developments relating to communication topics in these settings. It provides a state of the art review of the key developments, challenges, and opportunities within the field. It brings together international experts from the fields of social, health, and sport and exercise psychology, to give theoretical overviews, insights into contemporary research themes and practical implications, as well as agendas for future research. Covering topics such as changing attitudes towards exercise, social influence, persuasive leadership and communicating with people with physical disabilities, this book provides a contemporary approach to persuasion and communication in a sport, exercise and physical activity setting. It is an important text for upper-level undergraduate and postgraduate students, as well as academics in the fields of Sport and Exercise Science, Kinesiology, Health and Physical Activity Promotion, and related areas of Psychology.

Social Influence Persuasion in Society introduces readers to the rich tapestry of persuasive technique and scholarship, interweaving rhetorical, critical theory, and social science traditions. This text examines current and classical theory through the lens of contemporary culture, encouraging readers to explore the nature of persuasion and to understand its impact in their lives. Employing a contemporary approach, authors Herbert W. Simons and Jean G. Jones draw from popular culture, mass media, and social media to help readers become informed creators and consumers of persuasive messages. This introductory persuasion text offers: A broad-based approach to the scope of persuasion, expanding students’ understanding of what persuasion is and how it is effected Insights on the diversity of persuasion in action, through such contexts as advertising, marketing, political campaigns, activism and social movements, and negotiation in social conflicts The inclusion of “sender” and “receiver” perspectives, enhancing understanding of persuasion in practice Extended treatment of the ethics of persuasion, featuring opposing views on handling controversial issues in the college classroom for enhanced instruction. Case studies showing how and why people fall for persuasive messages, demonstrating how persuasion works at a cognitive level. Highlights of this second edition include: An extensively revised approach, written with the needs of today’s undergraduate students in mind Updated discussions of theory and research, including cognitive psychology and neuroscience Current illustrations from advertising, politics, social movements, propaganda, and other sources. To reinforce the topics covered in each chapter, discussion questions, exercises, and key terms are included. Additional resources are available on the Companion Website (www.routledge.com/textbooks/simons), along with materials for instructors, including supplements for lectures and sample exam questions.

Socialization and Social Influence The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini—“the foremost expert on effective persuasion” (Harvard Business Review)—explains how it's not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change “minds” a pre-suader must also change “states of mind.” Named a “Best Business Books of 2016” by the Financial Times, and “compelling” by The Wall Street Journal, Cialdini’s Pre-Suasion draws on his extensive
experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a
master persuader. Altering a listener's attitudes, beliefs, or experiences isn’t necessary, says Cialdini—all that’s required is for a
communicator to redirect the audience’s focus of attention before a relevant action. From studies on advertising imagery to treating
opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you
can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention
leads to successful pre-suasion and gets your targeted audience primed and ready to say, “Yes.” His book is “an essential tool for
anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in
business, from the CEO to the newest salesperson” (Forbes).

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more. To learn more about our programs, pricing options and customization, click the Choices tab. Learning GoalsUpon completing
this book, readers will be able to:

1. Understand how persuasion works
2. Discuss the impact culture has on persuasion
3. Understand and identify key differences among persuasion, propaganda, and manipulation

The International Encyclopedia of Communication Theory and Philosophy, 4 Volume Set The foundational and wildly popular go-to
resource for influence and persuasion—a renowned international bestseller, with over 5 million copies sold—now revised adding: new
research, new insights, new examples, and online applications. In the new edition of this highly acclaimed bestseller, Robert
Cialdini—New York Times bestselling author of Pre-Suasion and the seminal expert in the fields of influence and persuasion—explains
the psychology of why people say yes and how to apply these insights ethically in business and everyday settings. Using memorable
stories and relatable examples, Cialdini makes this crucially important subject surprisingly easy. With Cialdini as a guide, you don’t
have to be a scientist to learn how to use this science. You’ll learn Cialdini’s Universal Principles of Influence, including new research
and new uses so you can become an even more skilled persuader—and just as importantly, you’ll learn how to defend yourself
against unethical influence attempts. You may think you know these principles, but without understanding their intricacies, you may
be ceding their power to someone else. Cialdini’s Principles of Persuasion: Reciprocation Commitment and Consistency Social Proof
Liking Authority Scarcity Unity, the newest principle for this edition Understanding and applying the principles ethically is cost-free
and deceptively easy. Backed by Dr. Cialdini’s 35 years of evidence-based, peer-reviewed scientific research—including a three-year
field study on what leads people to change—Influence is a comprehensive guide to using these principles to move others in your
direction.
Persuasion, Social Influence, and Compliance Gaining

Persuasion and Social Influence The International Encyclopedia of Communication Theory and Philosophy is the definitive single-source reference work on the subject, with state-of-the-art and in-depth scholarly reflection on key issues from leading international experts. It is available both online and in print. A state-of-the-art and in-depth scholarly reflection on the key issues raised by communication, covering the history, systematics, and practical potential of communication theory Articles by leading experts offer an unprecedented level of accuracy and balance Provides comprehensive, clear entries which are both cross-national and cross-disciplinary in nature. The Encyclopedia presents a truly international perspective with authors and positions representing not just Europe and North America, but also Latin America and Asia. Published both online and in print Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

Special Issue on Persuasion and Social Influence If you want to discover how to get what you want out of life, then keep reading Each of us is born with a built-in supercomputer called a brain. But, it has been said that humans can only access a small fraction of its ability. Would you like to know how to unleash your full potential so you can get what you want in life? Would you like to know how some people can seem to achieve tremendous success in everything they do? Would you like to know what differentiates the failures from the successful? This book could have the answers you're looking for. NLP is a mindset where success is modeled to produce the desired outcome. The techniques learned in this book will help you achieve your goals and become more self-aware in your day-to-day life. It will help you become a greater social influence and to understand the language of your mind better. You will learn how to manipulate people to gain a certain outcome by mirroring their mannerisms and then leading them in any direction of your choosing. This book will serve as a guide, written in simple terms, to enable you to inspire people to do what it is you want them to do happily. Inside you will find: Tips for becoming more successful in life and love Easy ways to get other people to come around to your way of thinking Tricks to hypnotize yourself to success And much, much more So if you want to learn more about NLP, then scroll up and click "add to cart"

Persuasive Messages To become a successful political communicator (and a savvy political consumer), it is essential to know the elements of social influence, what works, and why. Strategic Political Communication provides an introduction to persuasion, social influence, and propaganda tactics, focusing on political communication. This rich, well-documented work looks at the power of language, the importance of targeting a specific audience, and the significance of interpersonal relationships, among other key issues. It further examines propaganda in order to understand how communicators can best exercise influence in contemporary society.

The Oxford Handbook of Social Influence This book provides a needed survey of a truly remarkable number of different theoretical approaches to the related phenomena of attitude and belief change. It focuses on variable perspective theory which is far more deserving of attention than the present level of research activity.

Persuasion, a Means of Social Influence
Persuasive Technology: Design for Health and Safety Social influence processes play a key role in human behavior. Arguably our extraordinary evolutionary success has much to do with our subtle and highly developed ability to interact with and influence each other. In this volume, leading international researchers review and integrate contemporary theory and research on the many ways people influence each other, considering both explicit, direct, and implicit, indirect influence strategies. Three sections examine fundamental processes and theory in social influence research, the role of cognitive processes and strategies in social influence phenomena, and the operation of social influence mechanisms in group settings. By applying the latest research to a wide range of interpersonal phenomena, this volume greatly advances our understanding of social influence mechanisms in strategic social interaction, and should be of interest to all students, researchers and practitioners interested in the dynamics of everyday interpersonal behavior.

Techniques of Social Influence

Conceptions of Leadership A New York Times Bestseller “A powerful coming-of-age story that looks at ambition, friendship, identity, desire, and power from the much-needed female lens.” —Bustle “Ultra-readable.” —Vogue From the New York Times-bestselling author of The Interestings, comes an electric novel not just about who we want to be with, but who we want to be. To be admired by someone we admire—we all yearn for this: the private, electrifying pleasure of being singled out by someone of esteem. But sometimes it can also mean entry to a new kind of life, a bigger world. Greer Kadetsky is a shy college freshman when she meets the woman she hopes will change her life. Faith Frank, dazzingly persuasive and elegant at sixty-three, has been a central pillar of the women’s movement for decades, a figure who inspires others to influence the world. Upon hearing Faith speak for the first time, Greer—madly in love with her boyfriend, Cory, but still full of longing for an ambition that she can’t quite place—feels her inner world light up. And then, astonishingly, Faith invites Greer to make something out of that sense of purpose, leading Greer down the most exciting path of her life as it winds toward and away from her meant-to-be love story with Cory and the future she’d always imagined. Charming and wise, knowing and witty, Meg Wolitzer delivers a novel about power and influence, ego and loyalty, womanhood and ambition. At its heart, The Female Persuasion is about the flame we all believe is flickering inside of us, waiting to be seen and fanned by the right person at the right time. It’s a story about the people who guide and the people who follow (and how those roles evolve over time), and the desire within all of us to be pulled into the light.

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