

'The power of persuasion would be the greatest super power of all time'

# 6 Must Read Books On Influence

Influence

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# "Influence - The power of Persuasion" - Robert Cialdini

"This is the most important book ever written about the science of persuasion"

# Contagious: Why Things Catch On - Jonah Berger

"Why do some ideas seemingly spread overnight, while others disappear?"

# Made to Stick: Why Some Ideas Take Hold and Others Come Unstuck - Chip Heath

"Why do we remember complicated stories but not complicated facts?"



# Super Thinking: Upgrade Your Reasoning and Make Better Decisions with Mental Models

**How can you be right more?**

Stickiness

5

# What Got You Here Won'T Get You There: How Successful People Become Even More Successful! - Marshall Goldsmith

America's most sought-after  
executive coach shows how  
to climb the last few rungs  
of the ladder



**Never Split the Difference:  
Negotiating as if Your  
Life Depended on It -  
Chris Voss**

**How can you be right more?**

Do you  
have  
others to  
add?

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