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advanced studies in social influence and leadership introduction defining social influence the psychology of persuasion conformity and compliance minority influence social identity theory impression management charismatic leadership transformational leadership transactional leadership situational leadership servant leadership ethical leadership gender and leadership cultural influences on leadership emotional intelligence and leadership communication strategies for leaders decision making in leadership power dynamics in leadership conflict resolution techniques motivating followers building trust and credibility fostering teamwork and collaboration organizational change and leadership crisis management for leaders developing leadership potential coaching and mentoring emerging leaders diversity and inclusive leadership sustainability and responsible leadership leadership in the digital age emerging trends in leadership ethical dilemmas in leadership assessing leadership effectiveness 360 degree feedback for leaders leadership development programs succession planning and leadership transition cultivating a leadership pipeline measuring the impact of leadership case studies in effective leadership leadership lessons from history the future of leadership

every day we are asked to fulfil 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 on 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

advertising is a ubiquitous and powerful force seducing us into buying wanted and sometimes unwanted products and services donating to charitable causes voting for political candidates and changing our health related lifestyles for better or worse the impact of advertising is often subtle and implicit but sometimes blatant and impossible to overlook this revised and fully updated new edition of the psychology of advertising offers a comprehensive and state of the art overview of the psychological findings on the impact of advertising and discusses the research in the context of recent developments in the fields of social and consumer psychology key questions covered in the volume include what impact does advertising have on consumer behavior what causes this impact what are the psychological processes responsible for the effectiveness of advertising how do consumers make sense of advertising messages which messages get across successfully and when and why how do new online and digital technologies affect consumer judgement and choice engagingly written and including a comprehensive glossary of frequently used concepts the psychology of advertising is a unique and invaluable resource for advanced undergraduate and graduate students and for researchers and lecturers in social psychology marketing and communications it is also a valuable guide for professionals working in advertising public health public services and political communication

social psychology has a profound influence on our everyday lives from our shopping habits to our interactions at a party it seeks to answer questions that we often think and talk about questions such as what circumstances prompt people to help or not to help what factors influence the ups and downs of our close relationships why do some people behave differently when on their own compared to in a group what leads individuals sometimes to hurt and other times to help one another why are we attracted to certain types of people how do some persuade others to do what they want this new edition of social psychology has been revised to introduce a more flexible structure for teaching and studying it includes up to date international research with an emphasis throughout on its critical evaluation applied examples across the chapters help to highlight the relevance and hence the impact that the theories and methods of this fascinating subject have upon the social world key features include research close up following a brand new style this feature matches the layout used in research papers providing an accessible introduction to journal articles and the research methods used by social psychologists focus on fully revised these boxes look at opposing viewpoints controversial research or alternative approaches to the topics this offers a more critical outlook and prompts the questioning of the validity of published research recommended readings new to this edition recommended further readings of both classic and contemporary literature have been added to each chapter providing a springboard for further consideration of the topics connect psychology is mcgraw hill s

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the international encyclopedia of hospitality management covers all of the relevant issues in the field of hospitality management from both a sectoral level lodging restaurants clubs time share conventions as well as a functional one accounting finance marketing human resources information technology facilities management its unique user friendly structure enables readers to find exactly the information they require at a glance whether they require broad detail which takes a more cross sectional view across each subject field or more focussed information which looks closely at specific topics and issues within the hospitality industry today section editors peter harris accounting finance oxford brookes university uk zheng gu accounting finance university of nevada las vegas usa randall upchurch club management timeshare management university of central florida usa patti shock event management university of nevada las vegas usa deborah breiter event management university of central florida usa david stipanuk facilities management cornell university usa darren lee ross human resources management james cook university australia gill maxwell human resources management caledonian glasgow university uk dimitrios buhalis information technology university of surrey uk allan stutts lodging management american intercontinental university usa stowe shoemaker marketing university of houston usa linda shea marketing university of massachusetts usa dennis reynolds restaurants foodservice management

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