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Gass Seiter Persuasion Social Influence

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Amazon.com: Persuasion: Social Influence and Compliance Gaining, 5e (9780205912964): Gass, Robert H, Seiter, John S: Books

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Persuasion, Social Influence, and Compliance Gaining (4th Edition) Paperback – March 5, 2010 by Robert H. Gass (Author), John S. Seiter (Author) 4.4 out of 5 stars 21 ratings See all formats and editions

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John S. Seiter is Professor in the Department of Languages, Philosophy, and Communication Studies at Utah State University, USA. Reviews The sixth edition of Persuasion: Social Influence and Compliance-Gaining continues to present persuasion concepts and theory in a comprehensive and engaging fashion.

Persuasion: Social Influence and Compliance Gaining - 6th ...

John S. Seiter, Utah State University --This text refers to the paperback edition. Review. The sixth edition of Persuasion: Social Influence and Compliance-Gaining continues to present persuasion concepts and theory in a comprehensive and engaging fashion. It is clear why this text is a leader in the discipline as it is both comprehensive and accessible to students.

Persuasion: Social Influence and Compliance Gaining ...

The fifth edition explores how social media continues to be a form of influence. In addition, the text 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 – digital and print.

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Persuasion Final Review Flashcards | Quizlet

According to Gass & Seiter, persuasion is best thought of as: A. a science B. an art C. a science and an art D. a social science

COMS 2020 Chapter 1 Flashcards | Quizlet

Persuasion, Social Influence, and Compliance Gaining (text only) 4th (Fourth) edition by R. H. Gass, J. S. Seiter Paperback – January 1, 2010 by J. S. Seiter R. H. Gass (Author) 4.0 out of 5 stars 1 rating See all formats and editions

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Robert H. Gass, John S. Seiter *Now in its sixth edition, Persuasion: Social Influence and Compliance Gaining continues to boast an accessible voice and vibrant aesthetic that appeals to undergraduate students of communication, psychology, advertising, and marketing.

Persuasion : social influence and compliance gaining ...

Now in its sixth edition, Persuasion: Social Influence and Compliance Gaining continues to boast an accessible voice and vibrant aesthetic that appeals 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.

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Description Grounded in contemporary scholarship, Persuasion: Social Influence, and Compliance Gaining not only provides a comprehensive of overview of persuasion theory and application, but also engages students in the thoughtful evaluation of the role that persuasive messages play in their own everyday lives.

Gass & Seiter, Persuasion, Social Influence, and ...

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