

## Invisible Influence The Hidden Forces That Shape Behavior

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Invisible Influence is a book with the power to transform the way we see ourselves and our place in the world.” — Arianna Huffington, author of Thrive “Jonah Berger has done it again: Written a fascinating book that brims with ideas and tools for how to think about the world.”

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### **Invisible Influence - Jonah Berger**

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In Invisible Influence, Jonah Berger “is consistently entertaining, applying science to real life in surprising ways and explaining research through narrative. His book fascinates because it opens up the moving parts of a mysterious machine, allowing readers to watch them in action” ( Publishers Weekly ).

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## **Invisible Influence: The Hidden Forces that Shape Behavior ...**

Invisible Influence is about the simple, subtle and often surprising ways others affect our behavior. It organizes the experimental results of the science of social behavior into five insights, each of which has implications for marketers. The five insights are: We humans imitate each other.

## **BOOK REVIEW: “Invisible Influence: The hidden forces that ...**

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## **Invisible influence : : the hidden forces that shape ...**

In his new book, *Invisible Influence: The Hidden Forces That Shape Behavior*, Wharton marketing professor Jonah Berger takes us inside the conscious and unconscious ways that social influences shape our decisions. Knowledge@Wharton recently had an opportunity to talk with Berger about his book.

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Everyone makes their own, is the obvious response. And yet this is not quite right. In " *Invisible Influence: The Hidden Forces that Shape Behavior*," Jonah Berger traces the myriad ways that social...

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In his surprising and compelling *Invisible Influence*, Jonah Berger integrates research and thinking from business, psychology, and social science to focus on the subtle, invisible influences behind our choices as individuals. By understanding how social influence works, we can decide when to resist and when to embrace it - and how we can use this knowledge to make better-informed decisions and exercise more control over our own behavior.

## **Amazon.com: Invisible Influence: The Hidden Forces That**

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## **3 Surprising Steps To Influence Anyone - Invisible ...**

Invisible Influence is a book that is easy to digest and will have you asking yourself: "do I do that?" Jonah Berger, a marketing professor at UPenn's Wharton School who has researched social influence for more than 15 years, takes readers through a series of common experiences and details how they were likely influenced by hidden forces.

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