



## ROBERT CIALDINI PHD

Wereldwijde Autoriteit en bestselling auteur op het gebied van beïnvloeden en overtuigen.

---

### Categorie

Communicatie, Leiderschap, Business & Management, Marketing & Sales, Management

### Type

Expert | Thought leader, Bedrijfscoach | Trainer

### Inzetbaarheid

Keynote spreker, Expert

### Talen

EN

### Afkomstig van

USA

## Biografie

Harvard Business Review lists Dr. Cialdini's research in "Breakthrough Ideas for Today's Business Agenda."

He is a New York Times, Wall Street Journal, and USA Today Best-Selling author.

Fortune Magazine lists Influence in their "75 Smartest Business Books."

CEO Read lists Influence in their "100 Best Business Books of All Time."

Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

His books including, *Influence: Science & Practice*, are the result of decades of peer-reviewed research on why people comply with requests. *Influence* has sold over 3 million copies in over 30 languages and is a New York Times Bestseller.

His new book, *Pre-Suasion: A Revolutionary Way to Influence and Persuade*, quickly became a Wall Street Journal and a New York Times Bestseller.

Because of the world-wide recognition of Dr. Cialdini's cutting edge scientific research and his ethical business and policy applications, he is frequently regarded as the "Godfather of influence."

Dr. Cialdini received his Ph.D from the University of North Carolina and post doctoral training from Columbia University. He has held Visiting Scholar Appointments at Ohio State University, the University of California, the Annenberg School of Communications, and the Graduate School of Business of Stanford University. Currently, Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University.

Dr. Cialdini is CEO and President of INFLUENCE AT WORK; focusing on ethical influence training, corporate keynote programs, and the CMCT (Cialdini Method Certified Trainer) program.

Dr. Cialdini's clients include such organizations as Google, Microsoft, Cisco Systems, Bayer, Coca Cola, KPMG, AstraZeneca, Ericsson, Kodak, Merrill Lynch, Nationwide Insurance, Kimberly-Clark Corporation, Pfizer, AAA, Northern Trust, IBM, Prudential, The Mayo Clinic, GlaxoSmithKline, Harvard University - Kennedy School, The Weather Channel, the United States Department of Justice, and NATO.