

Bibliography

Primary Sources

- Kevin Hogan ***The Psychology of Persuasion***, 1996
Psychological background and strategy for understanding the process of persuasion and trying to use it. The goal is to ethically persuade people by learning about their needs and goals, and explaining how your ideas or goals can benefit them. (If your goals do not benefit them, do not try to persuade them.)
The Science of Influence, 2005
How the conscious and unconscious minds have different needs and often conflict with each other. This information is extremely useful in changing your perspective on how people behave; don't take resistance personally, but understand that people are hesitant to change or think positively about new ideas or behaviors.
- Dale Carnegie ***How to Win Friends and Influence People***, 1936
One of the first self-help books. Principles for understanding how to interact positively with others and influence them. Carnegie developed his ideas by teaching.
- Antonio Damasio ***Descartes' Error: Emotion, Reason, and the Human Brain***, 1994; revised 2005
Influential neuroscience researcher who has written several important books. His work uncovered evidence that it is wrong to think that only minds think: "the body...contributes a content that is part and parcel of the workings of the normal mind", so it follows that 'the mind is embodied, in the full sense of the term, not just embrained.'" Descartes was wrong to separate of mind and body, rationality and emotion.
- Jonah Lehrer ***How We Decide***, 2011
Details recent research and new ideas being developed in neuroscience on decision-making. Very extensive bibliography.
- Rebecca Shafir ***The Zen of Listening***, 2000
Speech/language pathologist and student of Zen, Shafir provides an analysis of listening with the goal of integrating it into your life (as opposed to performing an action to listen).
- Tonya Reiman ***The Power of Body Language***, 2007
By learning (or relearning) the subtleties of nonverbal communication, you can understand what other people are communicating and make your own communication more mindful.

- Amy Cuddy **Your Body Language Shapes Who You Are**, 2012, TED talk
The Benefit of Power Posing Before a High-Stakes Social Evaluation, 2012, working paper
 Could changing one's nonverbal behavior prior to a high-stakes social evaluation could improve performance in the evaluated task. Participants adopted expansive, open (high-power) poses, or contractive, closed (low-power) poses, and then prepared and delivered a speech to two evaluators as part of a mock job interview, a prototypical social evaluation. High power posers performed better and were more likely to be chosen for hire, and this relationship was mediated only by presentation quality, not speech quality. Power pose condition had no effect on body posture during the social evaluation, *thus highlighting the relationship between preparatory nonverbal behavior and subsequent performance.*
- David Given **Crime Signals**, 2008
 Discussion of the physical and vocal signs of people who are deceiving, threatening violence, or even terrorism.
- Charles Duhigg ***The Power of Habit: Why We Do What We Do In Life and Business***, 2012
 The key to exercising regularly, losing weight, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is understanding how habits work! And understanding habits can also help you to gain a better idea of why other people do what they do, so you can interact with them more effectively. Knowledge is a powerful thing!
- Daniel Kahnemann ***Thinking Fast and Slow***, 2011
 Nobel-prize winner in Economics arguing that humans are split between *System 1 thinking* (fast, instinctive, and emotional thinking) and *System 2 thinking* (slow, deliberate, logical). Each mode of thinking has cognitive biases, and he argues that humans place too much confidence in human judgment.
- Jonathan Haidt ***The Righteous Mind: Why Good People Are Divided By Politics and Religion***, 2012
 How morality and emotion vary across cultures. Positive psychology (the scientific study of human flourishing) and positive emotions such as moral elevation, admiration, and awe. The moral foundations of politics, and on ways to transcend the "culture wars" by using recent discoveries in moral psychology to foster more civil forms of politics. Morality, by its very nature, makes it hard to study morality. It binds people together into teams that seek victory, not truth. It closes hearts and minds to opponents even as it makes cooperation and decency possible within groups

Secondary sources

Sources in yellow below are not yet read.

- Robert Cialdini ***Influence: Science and Practice***, 2009
Textbook on studying influence
- Noah Goldstein ***Yes! 50 Scientifically Proven Ways to Be Persuasive***, 2009
Steve Martin Ideas and techniques for understanding persuasion and using it.
Robert Cialdini
- Malcolm ***Blink***, 2005
Gladwell
How the human subconscious interprets events or cues and how past experiences can lead people to make informed decisions very rapidly, using examples like the Getty kouros and psychologist John Gottman's research on the likelihood of divorce in married couples. Also reviews examples in which rapid decisions are not well-informed or expert, and disaster ensues.
- Outliers***, 2008
How a person's environment, in conjunction with personal drive and motivation, affects his or her possibility and opportunity for success. People who accomplish truly remarkable things work harder than others (10,000 hours) and are also helped by unusual circumstances that provide them special advantages
- The Tipping Point: How Little Things Can Make a Big Difference***, 2000, 2002
Social phenomenon (good and bad) spread, based on factors affecting whether influential people (mavens) start talking about the thing in question.
- Bennett ***Slay the Dragons, Free the Genie***, 2004
Neiman
Understanding the way in which teams can improve their communication is extremely valuable to working well together and even influencing each other. One element of this is helping each team member recognize strengths and weaknesses in working as a team, so that the group can improve how they collaborate.
- Steven Covey ***The Seven Habits of Highly Successful People***, 2003
- Chris Widener ***The Art of Influence***, 2008
Short work; makes case for ethics as the most important element for influencing people (by earning and retaining respect) for your ethics, lifestyle, modesty, and caring treatment of others. If you achieve that, and then share how your proposal will really be beneficial to others, then they will want to accept the proposal.
- David ***Incognito: The Secret Lives of the Brain***, 2012
Eagleman
- Richard ***The Emotional Life of Your Brain***, 2012
Davidson,
Sharon Begley
- Dan Ariely ***Predictably Irrational, The Hidden Forces That Shape Our Decision***, 2008,
revised in 2010

E.J. Dionne ***Our Divided Political Heart: The Battle for the American Idea in an Age of Discontent***, 2012

Albert Mehrabian ***Nonverbal Communication***, 2007

M. Scott Peck ***The Road Less Traveled***, 2003

When faced with the difficulties and challenges in life, humans need resources for staying healthy (physically, emotionally, spiritually). Delay gratification, accept responsibility, be honest and flexible in how you respond to difficulties (be ready to change).