

Influence and Persuasion - Source Material and Research

The links below are primarily to YouTube videos. They vary in duration, and each one has its own niche within the world of influence and persuasion.

These are the tip of the iceberg, and it would be possible to fill hours upon hours of your life trawling through the associated information available out there. That's why we've done the legwork and picked out the most relevant, based on the presentation given by Nick at the AIPM Conference.

To continue the discussion or ask other questions, please get in touch with Nick on the details below.

Luck

Observation Challenge
The Secret of Luck

Group Think

Remote Control

Positive Behaviour Reinforcement

Art of Charm Podcast
Apocalypse (Part One)
Apocalypse (Part Two)
The Guilt Trip

Subtle Influence/Suggestion

Enigma
Something Wicked This Way Comes
Svengali
Could you kill a kitten?

NLP

The Assassin
The Push
Trick of the Mind (Simon Pegg)

If you are reading a printed version, you can email Nick for a soft copy so that you can access the hyperlinks.



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