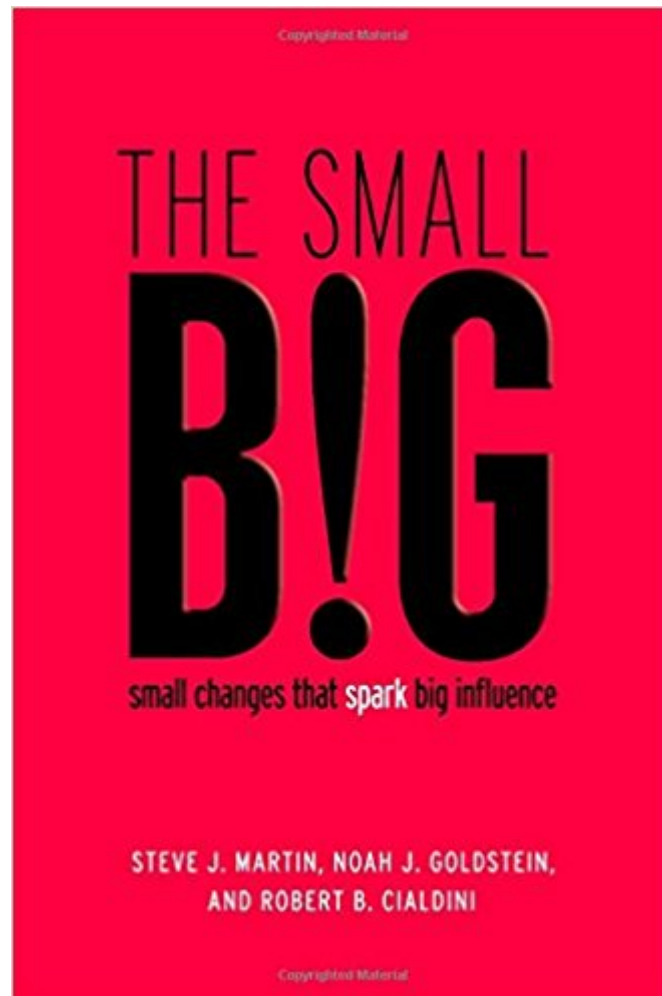




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# The Small BIG: Small Changes That Spark Big Influence



## Synopsis

At some point today you will have to influence or persuade someone - your boss, a co-worker, a customer, client, spouse, your kids, or even your friends. What is the smallest change you can make to your request, proposal or situation that will lead to the biggest difference in the outcome? In *The Small BIG*, three heavyweights from the world of persuasion science and practice -- Steve Martin, Noah Goldstein and Robert Cialdini -- describe how, in today's information overloaded and stimulation saturated world, increasingly it is the small changes that you make that lead to the biggest differences. In the last few years more and more research - from fields such as neuroscience, cognitive psychology, social psychology, and behavioral economics - has helped to uncover an even greater understanding of how influence, persuasion and behavior change happens. Increasingly we are learning that it is not information per se that leads people to make decisions, but the context in which that information is presented. Drawing from extensive research in the new science of persuasion, the authors present lots of small changes (over 50 in fact) that can bring about momentous shifts in results. It turns out that anyone can significantly increase his or her ability to influence and persuade others, not by informing or educating people into change but instead by simply making small shifts in approach that link to deeply felt human motivations.

## Customer Reviews

"Not to be missed." •Fortune Magazine "The Small BIG is a fun, educational and entertaining read. You'll experience some brain bending in the process, you'll pick up some tips and strategies and ultimately, grow your influence muscle to a point where your results will shine." •Small Business Trends

Steve J. Martin is the director of INFLUENCE AT WORK in the United Kingdom, and his work has been featured in the New York Times, Los Angeles Times and Wired. His regular business columns for the Harvard Business Review and the British Airways in-flight magazine are read by over 2.5 million people each month. Noah J. Goldstein is a professor at the UCLA Anderson School of Management, where he has won awards for both teaching and research. His previous book, *Yes!*, co-authored with Martin and Cialdini, is a New York Times bestseller translated in over 25 languages. Goldstein has also served on the Scientific Advisory Boards of two Fortune Global 500 companies. Robert B. Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University. He is also president of INFLUENCE AT WORK. Harvard Business Review calls Dr. Cialdini "the leading social scientist in the field of influence." His book *Influence*, was

named by Inc. magazine as one of the Top 10 Marketing Books of All Time and has been published in twenty-eight languages. Influence is a New York Times bestseller and has sold over 2 million copies.

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