

# Harvard: In its 2009 "Breakthrough Ideas for Business" Harvard highlights Yes! and the importance of social psychology

Submitted by: Influence At Work (UK)

Monday, 2 February 2009

---

FOR IMMEDIATE RELEASE

Harvard highlights social psychology as one of its 2009 'Breakthrough Ideas for Business'

In its annual survey of ideas and trends that will have an impact on business during the current economic downturn, the Harvard Business Review lists insights from the bestselling social psychology book Yes! 50 Secrets from the Science of Persuasion.

(Yes! 50 Secrets from the Science of Persuasion [www.scienceofyes.com](http://www.scienceofyes.com))

Divided into 50 practical chapters exploring how persuasion research can be practically used by business and applied to areas such as leadership, advertising, negotiation and sales the book includes studies showing:

- How businesses can use the power of peer and social groups to increase revenues
- The simple changes leaders and managers can make to influence and create change in their organizations
- How to increase the success of sales campaigns by just changing a few words on advertisements
- How the effectiveness of customer loyalty programmes can be doubled by making a small change to commonly employed schemes
- How one television advertisement shattered a 20-year sales record by seemingly inconveniencing its audience

(The Yes! project [www.scienceofyes.com/VideoTeaser](http://www.scienceofyes.com/VideoTeaser))

Written by a UK/US team comprising a US psychologist, a UK business consultant and the world's most quoted expert in the field of human persuasion, the book shows how businesses can make small and often costless changes that can have a dramatic effect in improving business performance.

(How persuasive are you? Small changes can make a big difference [www.scienceofyes.com/Quiz](http://www.scienceofyes.com/Quiz))

In less than a year since publication Yes! 50 Secrets from the Science of Persuasion has become an International success appearing on the New York Times, Wall Street Journal and Business Week best seller lists. It has been translated into 20 languages and was nominated for the 2008 Royal Society Book Prize.

Yes! 50 Secrets from the Science of Persuasion is written by Dr. Noah Goldstein, Steve Martin and Dr. Robert B. Cialdini.

The authors can be available for interview and to write articles and further information is available on [www.scienceofyes.com](http://www.scienceofyes.com)

Press enquiries please contact Sarah Tobitt on +44 (0)870 787 4747 or [sarah@influenceatwork.co.uk](mailto:sarah@influenceatwork.co.uk)