

persuasion the theory and pdf

Persuasion is an umbrella term of influence. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviors. In business, persuasion is a process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written, spoken words or visual tools to convey information, feelings, or ...

Persuasion - Wikipedia

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Publications of Richard E. Petty

The elaboration likelihood model (ELM) of persuasion is a dual process theory describing the change of attitudes. The ELM was developed by Richard E. Petty and John Cacioppo in 1980. The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change.

Elaboration likelihood model - Wikipedia

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