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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 twenty-five languages.

The small BIG by Steve J. Martin, Noah J. Goldstein, and

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SOCIAL INFLUENCE Compliance and Conformity

Noah Goldstein is a protege of Cialdini's. He is an assistant professor at the University of Chicago Graduate School of Business. He earned a Ph.D. in psychology under Robert Cialdini at Arizona State University in 2007, and he has published research with Cialdini in the Journal of Personality and Social Psychology.

Yes!: 50 Scientifically Proven Ways to Be Persuasive by

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