



Split-Second Persuasion: The Ancient Art and New Science of Changing Minds

Kevin Dutton

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How many times a day do you think someone tries to persuade you? Twenty? Thirty? Actually it's more like 400. When you imagine a society based on coercion you start to see how important persuasion is; it literally keeps us alive. Now psychologist Kevin Dutton has identified a powerful strain of immediate, instinctual persuasion, an elixir of influence that can immediately help you disarm skeptics, win arguments, close the deal, get the guy. Mapping the cutting-edge psychology and neuroscience of this incisive new influence, he introduces us to the natural super-persuaders in our midst—Buddhist monks, magicians, advertisers, con men, hostage negotiators, even psychopaths. He shows us which simple triggers can make someone trust you immediately; what hidden pathways in the brain lead us to believe something even when we know it's not true; how group dynamics can make us more tolerant or deepen our extremism; and what we can learn from newborns about winning arguments. Dutton's fascinating and provocative book will help anyone tap into the power of split-second persuasion.

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