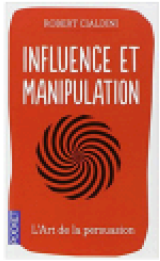
INFLUENCE ET MANIPULATION de R. Cialdini



manipulation

6 principes psychologiques
= raccourcis

la réciprocité

cadeau

la cohérence

engagement

la preuve sociale