

Annual Patricia F. Waller Lecture



Presented by:

Robert B. Cialdini, Ph.D.

Arizona State University Regents' Professor of Psychology and Marketing
Department of Psychology, Arizona State University, Tempe, AZ

<http://www.influenceatwork.com>

"The Power of Social versus Financial Factors in Behavior Change"

Over 30 years of research into the subject, has earned Dr. Cialdini an international reputation as an expert in the fields of persuasion, compliance, and negotiation. His lecture will focus on how persuasive communications that employ social norms-based appeals for pro-environmental behavior are superior to those that employ traditional appeals. His books including, [Influence: Science & Practice](#), [Influence: The Psychology of Persuasion](#), and [Yes! 50 Scientifically Proven Ways To Be Persuasive](#) are the results of his study into the reasons why people comply with requests in business settings.

Dr. Cialdini received his Ph.D from the University of North Carolina and post doctoral training from Columbia University, with many visiting scholar appointments at top U.S. Universities. Currently, Dr. Cialdini holds dual appointments at Arizona State University as a W.P. Carey Distinguished Professor of Marketing and Regents' Professor of Psychology.

Wednesday, April 15, 2009 at 3:00pm

Stone Center Auditorium

The Sonja Stone Center for Black Culture and History

150 South Road, Chapel Hill, NC 27514 (corner of South Road and Bell Tower)

Map: <http://www.ibiblio.org/shscbch/downloads/StoneCentermap.pdf>

Reception Immediately Following in Lobby

If you have any questions, please call 919-966-8652 or 919-966-1808

The Patricia F. Waller Lecture is an annual lecture in memory of Patricia F. Waller, PhD, an innovative pioneer in injury control.