



# Top 10

List of  
Recommended  
Reading...

## On Influence

I love reading about influencing behaviour and devoured everything I could when writing "PERSUASION Rx: How to Influence Ethically". While I find something useful in everything I read, clients often ask me to recommend my favourites. If you are only going to read a few books on the topic of influence, here are my top 10 (in alphabetical order).

*.....By the way.... Just curious.... How many articles or seminars have you read or attended on your product in the last year? 10, 20, 30 or more? And how many articles or seminars have you read or attended on how to influence behaviour around your product?..... If you are like most people, it is less than 3!*



**"The person you become tomorrow has a lot to do with the books you read today."**

**Todd Duncan**  
Management Author

The information is there for those who know enough to ask for it. Go for it!

Jill Donahue, HBa, MAdEd  
Behaviour Change Consultant  
Excellerate  
[www.excellerate.ca](http://www.excellerate.ca)

**Covey, Stephen M.R. (2006). The Speed of Trust: The One Thing that Changes Everything. New York, NY: Free Press.**

*Stephen Covey's son wrote this one and I was pleasantly surprised with his comfortable banter and dialogue. It keeps you interested for all 360 pages. I had worried that one topic, Trust, might get redundant after a few hundred pages but it didn't. Well worth the read. [CLICK HERE TO GET IT NOW >>](#)*

1.

**Donahue, J., Elliott, J. (2009) PERSUASION Rx: How to Influence Ethically. Council for Continuing Pharmaceutical Education.**

*Obviously, I highly recommend my own book – published through the CCPE as a distance education course – for anyone in the pharma, biotech or medical device world. If you influence the behaviour of health care professionals, this was written [<<CLICK HERE TO GET IT NOW](#) for you! Enjoy!*

2.

**Goldstein, Noah, J., Martin, Steve, J. Cialdini, R. B., (2008). Yes! 50 Scientifically Proven Ways to Be Persuasive. New York, NY: Free Press.**

*This one is very user friendly and perfect for when you have a few minutes to capture just one idea. It is organized into 50 short, engaging chapters each, containing a simple but remarkably effective pearl of wisdom to help you influence people with your words and actions. [CLICK HERE TO GET IT NOW >>](#)*

3.

**Goleman, Daniel (2007). Social Intelligence: The Revolutionary New Science of Human Relationships. New York, NY: Random House.**

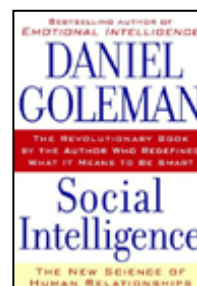
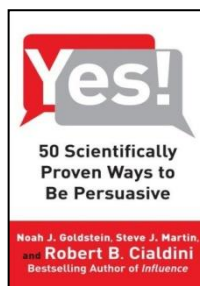
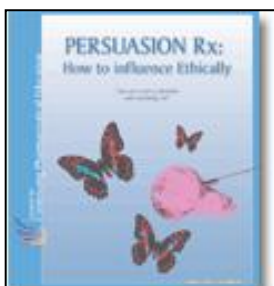
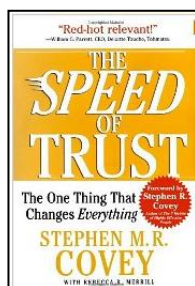
*Not as entertaining a read as some of the others, but great content. You may want to watch the recommended videos (found in Module 5) first on YouTube. If you read some of his original work on emotional intelligence, it's interesting to see how his [<<CLICK HERE TO GET IT NOW](#) thinking evolved in three short years.*

4.

**Granger, Russell, H. (2008). The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions. New York: McGraw-Hill.**

*With the new technology of brain imaging, scientists have been able to pinpoint seven triggers of influence. This book helps you identify and activate those triggers to expand your ability to persuade. Many great, actionable ideas are contained in this gem. [CLICK HERE TO GET IT NOW >>](#)*

5.



**Maxwell, Richard, and Dickman, Robert. (2007). The Elements of Persuasion: Use storytelling to pitch better, sell faster and win more business. New York: HarperCollins Publishers.**

6.

*Once you appreciate the value of emotion in persuasion, this book will help you refine your skills in storytelling, which is a powerful tool of influence. Of course, the authors walk their talk and keep you engaged with their many stories.*

[<<CLICK HERE TO GET IT NOW](#) *An enjoyable, worthwhile read.*

**Mortensen, K. W. (2008). Persuasion IQ: The 10 skills you need to get exactly what you want. New York, NY: AMACOM**

*Mortensen has created a unique tool for measuring what he calls your "Persuasion IQ". In this book, he helps you determine and strengthen your score or your ability to persuade. While the score may be a bit gimmicky, it serves a purpose in creating a disorienting dilemma to motivate you to learn more.*

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7.

**Patterson, K., Grenny, J., Maxfield, D., McMillan, R., & Switzler, A. (2008). Influencer: The power to change anything. New York, NY: McGraw-Hill Books.**

*When I read, I make notes, turn down page corners, and mark things I want to remember. I've marked up dozens of pages in this book. And it was so engaging that I read it relatively quickly. The authors combine insights from behavioural scientists and business leaders with stories of real people who have figured out how to make a difference and influence. Their stories will impact how you approach your efforts to*

[<<CLICK HERE TO GET IT NOW](#) *influence. I highly recommend this one.*

8.

**Wick, C., Pollock, R., Jefferson, A., & Flanagan, R. (2006). The Six Disciplines of Breakthrough Learning. San Francisco, CA: Pfeiffer.**

*An absolute must-read if you are in training. I highly recommend it for anyone else who tries to influence groups of people. It makes so much sense and has practical, applicable ideas.*

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9.

**Widener, Chris. (2008). The Art of Influence: Persuading others begins with you. New York, Random House.**

10.

*An easy, pleasurable, fast read that follows the experience of a recent graduate who serendipitously spends a weekend with one of the great influencers of his time. The take-home message is that your ability to influence begins from within.*

*With just 104 pages it can be absorbed in an evening and leaves you with a handfull of "golden rules" to live by to increase your influence. I asked my twelve-year-old to read it to let me know if I could recommend it for other kids, and she gave it two thumbs up! In fact it would be a great gift for the graduate in your life.*

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