

Hidden Persuasion 33 Psychological Influences

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'The Psychological Contract' is an increasingly relevant aspect of workplace relationships and wider human behaviour. Descriptions and definitions of the Psychological Contract first emerged in the 1960s, notably in the work of organizational and behavioural theorists Chris Argyris and Edgar Schein.

The Psychological Contract - BusinessBalls.com

The Elaboration Likelihood Model (ELM) attempts to place these many conflicting results and theories under one conceptual umbrella by specifying the major processes underlying persuasion and indicating the way many of the traditionally studied variables and theories relate to these basic processes.

The Elaboration Likelihood Model of Persuasion - ScienceDirect

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False advertising - Wikipedia

A belief is an attitude that something is the case, or that some proposition about the world is true. In epistemology, philosophers use the term "belief" to refer to attitudes about the world which can be either true or false. To believe something is to take it to be true; for instance, to believe that snow is white is comparable to accepting the truth of the proposition "snow is white".

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