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Robert B. Cialdini is a well-known and influential speaker who gives frequent speeches on The Power of Ethical Influence to such organizations as IBM, the Mayo Clinic, and NATO. He is currently Regents' Professor of Psychology at Arizona State University. Robert B. Cialdini is the author of 'Influence: Science and Practice (5th Edition)', published 2008 under ISBN 9780205609994 and ISBN 0205609996.