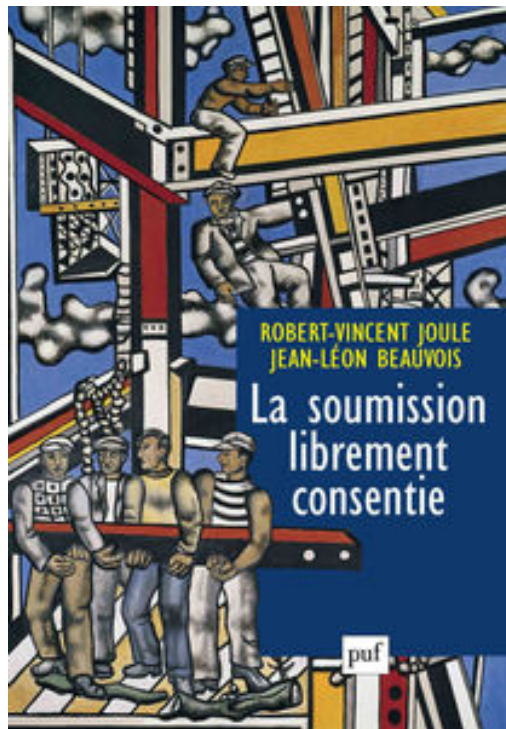


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Lire des ebooks La soumission librement consentie Robert-Vincent Joule & Jean-Léon Beauvois PDF, ePub, mobi, Amener quelqu'un à faire en toute liberté ce qu'il doit faire est finalement moins compliqué qu'on ne le croit. Il existe aujourd'hui une somme impressionnante de connaissances scientifiques sur lesquelles on peut s'appuyer pour influencer les personnes sans même qu'elles s'en rendent compte. Évidemment, cela s'appelle de la *manipulation*. Mais, qu'on le veuille ou non, la manipulation peut être mise au service des causes les plus sombres comme des plus nobles. On peut par manipulation amener quelqu'un à s'aliéner dans une secte, tout autant que l'amener à conduire plus prudemment, à dévorer les auteurs au programme du bac, à s'investir dans le travail, etc. Ces connaissances relèvent de la *psychologie de l'engagement*. Elles sont au cœur de ce livre qui illustre leurs applications dans des domaines aussi variés que la formation, la lutte contre les accidents de travail ou contre le sida, le management, le marketing et même la thérapie.

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