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PERSUASION IN A WORLD WHERE  
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# SCOTT ADAMS

Bestselling author of THE DILBERT PRINCIPLE



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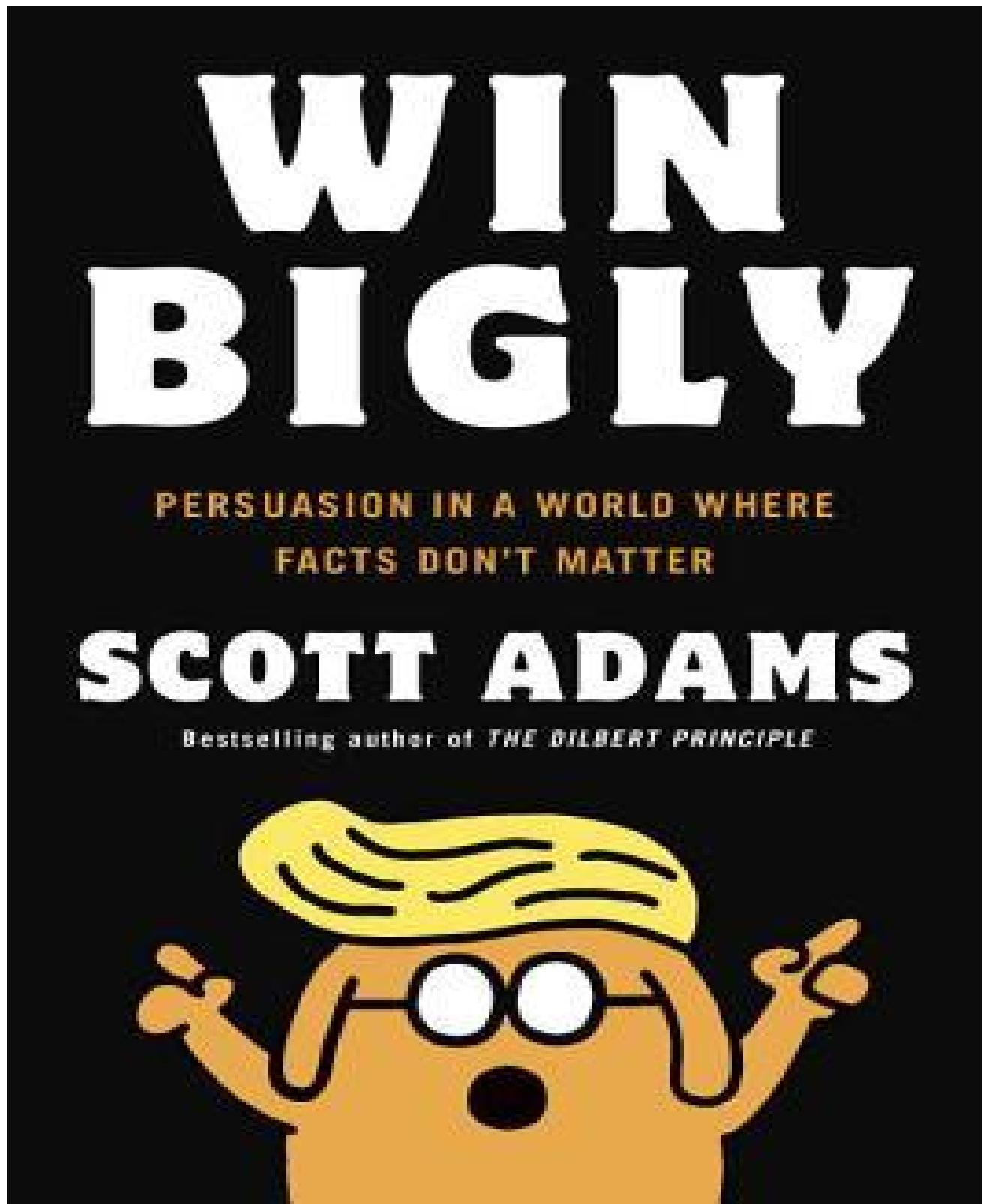
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## **Synopsis book**

From the creator of Dilbert, an unflinching look at the strategies Donald Trump used to persuade voters to elect the most unconventional candidate in the history of the presidency, and how anyone can learn his methods for succeeding against long odds. Scott Adams--a trained hypnotist and a lifelong student of persuasion--was one of the earliest public figures to predict Trump's win, doing so a week after Nate Silver put Trump's odds at 2 percent in his FiveThirtyEight.com blog. The mainstream media regarded Trump as a novelty and a sideshow. But Adams recognized in Trump a level of persuasion you only see once in a generation. Trump triggered massive cognitive dissonance and confirmation bias on both the left and the right. We're hardwired to respond to emotion, not reason. We might listen to 10 percent of a speech--a hand gesture here, a phrase there--and if the right buttons are pushed, we irrationally agree with the speaker and invent reasons to justify that decision after the

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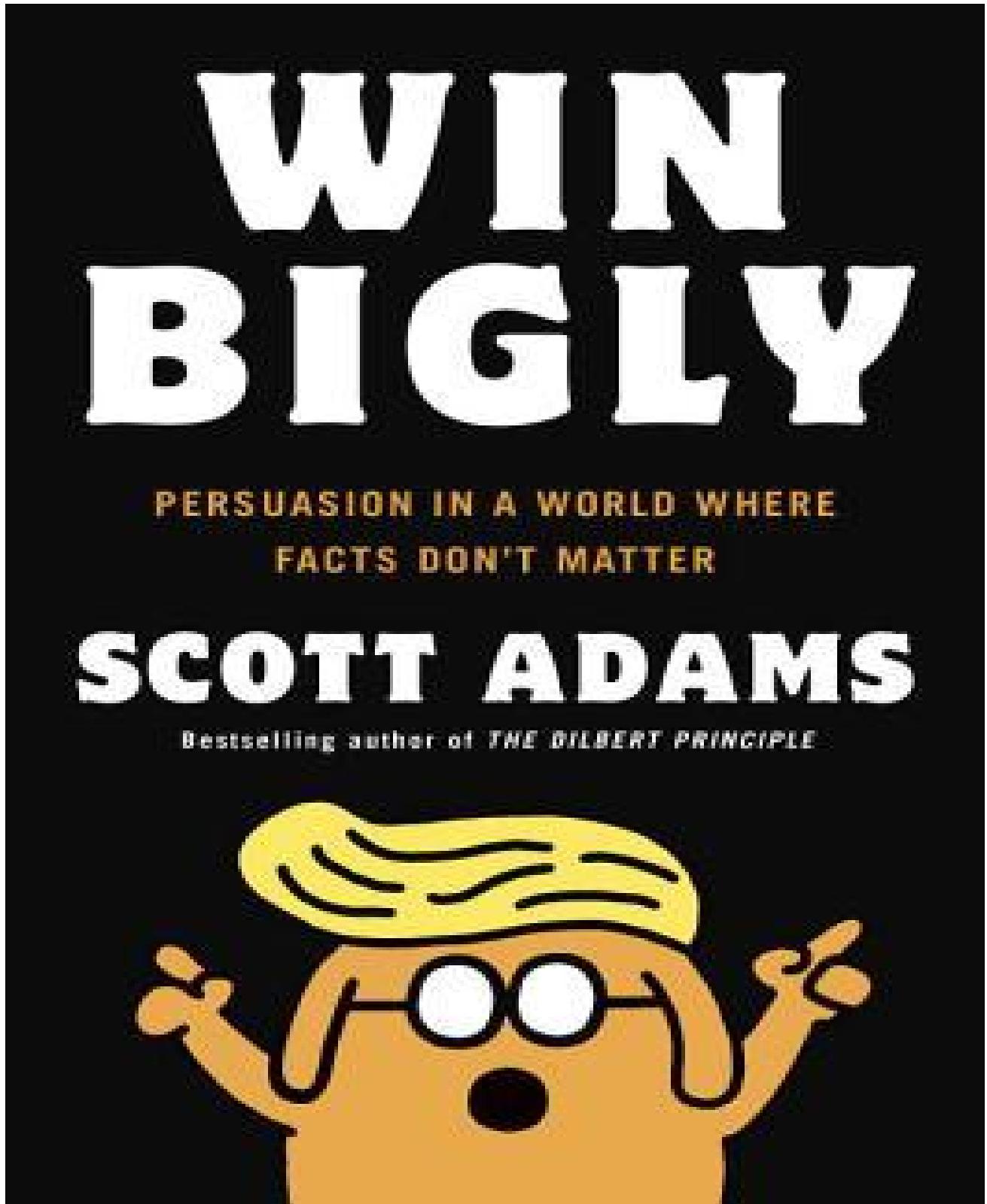
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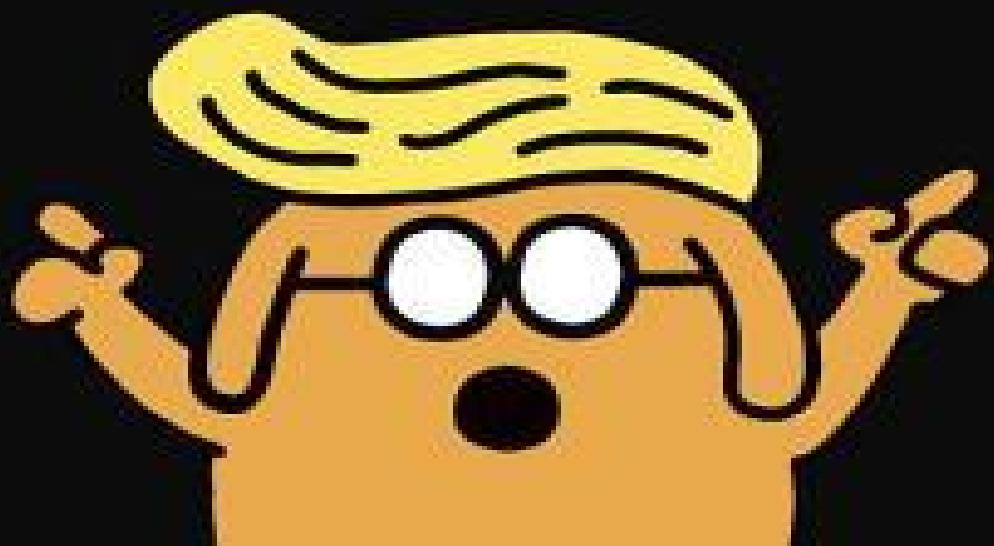
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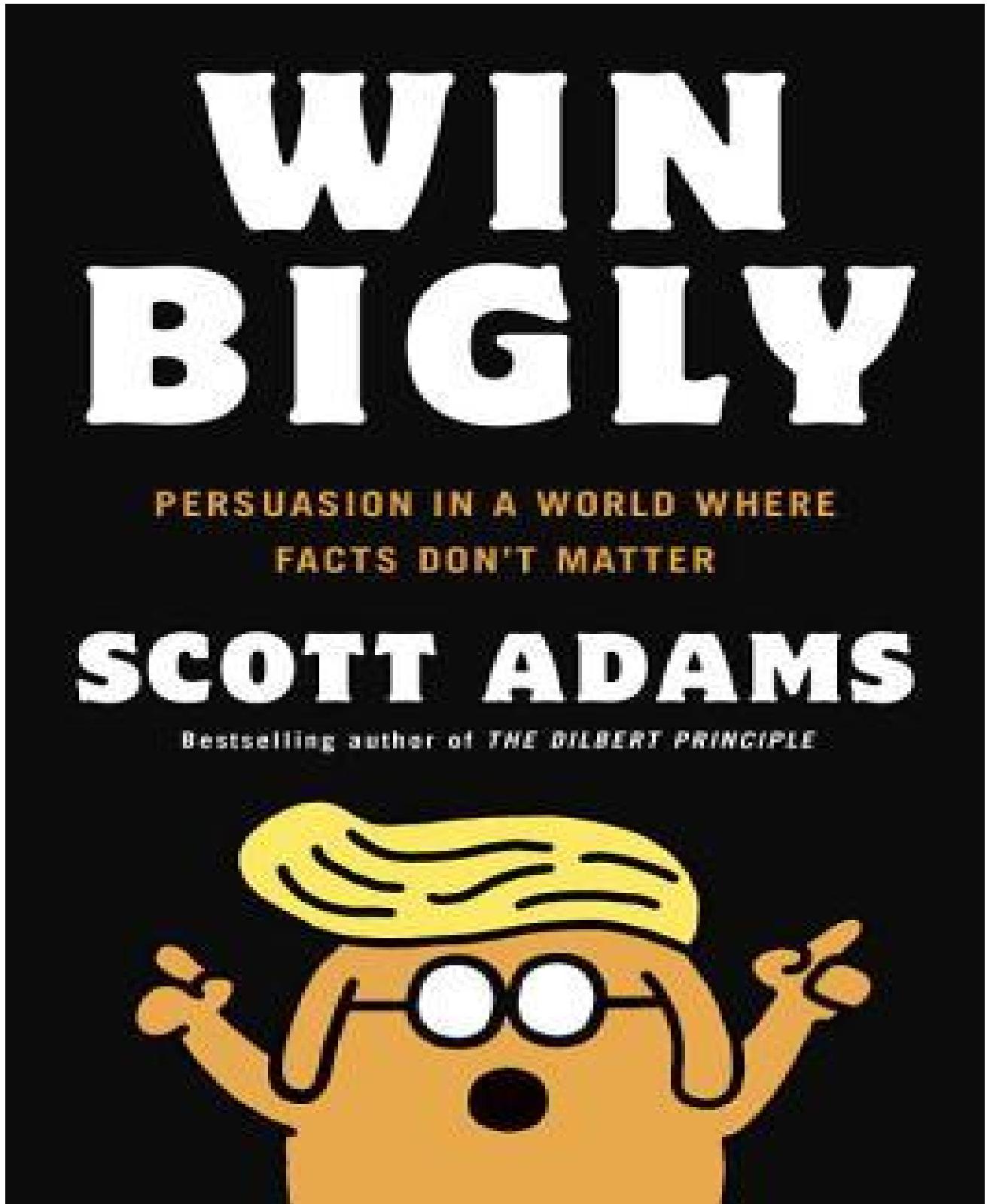
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