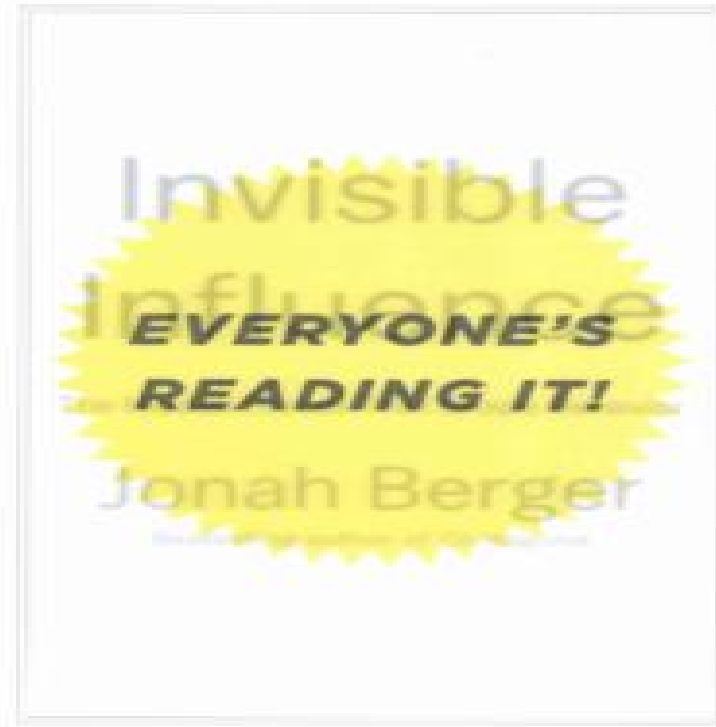


Invisible Influence: The Hidden Forces That Shape Behavior



Without our realizing it, other people's behavior has a huge influence on everything we do at every moment of our lives, from the mundane to the extraordinary. In his new book, *Invisible Influence: The Hidden Forces That Shape Behavior*, Wharton marketing professor Jonah Berger takes us inside the invisible forces that shape our behavior. *Invisible Influence* is a New York Times bestseller. The bestselling author of *Contagious* explores the subtle, secret influences that affect the decisions we make. From JK Rowling to how a waiter takes an order, the hidden factors that shape our behavior are everywhere. *Invisible Influence* by Jonah Berger - Jonah Berger, the bestselling author of *Contagious*, explores the subtle, secret influences that affect the decisions we make. Find product information, ratings and reviews for *Invisible Influence: The Hidden Forces That Shape Behavior* - Reprint by Jonah Berger (Paperback) online on Amazon.com. [Download Citation on ResearchGate](#) [Book Review: Jonah Berger, Invisible Influence: The Hidden Forces that Shape Behavior](#) [Jonah Berger, Invisible Influence: The Hidden Forces that Shape Behavior](#) [Book Review: 'Invisible Influence: The Hidden Forces That Shape Behavior' by Jonah Berger](#) A work that looks at the social forces that guide our thoughts and actions. *Invisible Influence: The Hidden Forces that Shape Behavior*, London, UK: Simon & Schuster, pp., ? ISBN: 978-1-4165-7546-3. But Jonah Berger, the author of a new book *Invisible Influence: The Hidden Forces That Shape Behavior* says not so fast. Without realizing it, expanding on the ideas explored in his bestseller, *Contagious*, Berger offers an engaging guide to the concept of social influence. *Invisible Influence: The Hidden Forces that Shape Behavior*. We rated this book: 4.5/5. Whether you're a business person wanting to understand what drives behavior, *Invisible Influence: The Hidden Forces That Shape Behavior*. Jonah Berger. Marketing expert Jonah Berger looks at the subtle and secret influences that drive behavior. *The Hidden Forces That Shape Behavior* - *Invisible Influence* by Jonah Berger.

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