

VANESSA BOHNS

**NATIONALITY / COUNTRY OF ORIGIN:**

USA

BIO:

Cornell professor of organizational behavior and psychology; Columbia PhD; bylines in New York Times, Wall Street Journal; Harvard Business Review; author of a Financial Times business book of the month.

IDEAS:

Studies help-seeking, social influence, compliance, consent, and why it's so hard to say 'no'; has demonstrated experimentally that it is harder for people to say 'no' to us than we realize, which means we have more influence than we think, for better and worse.

CONTENT:

You Have More Influence Than You Think: How we underestimate our power of persuasion, and why it matters (2021); '(Mis)Understanding our influence over others' (Current Directions in Psychological Science); 'Rejecting unwanted romantic advances is more difficult than suitors realize' (Social Psychological and Personality Science).

WEBSITE:

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