

# **The Small BIG: Small Changes That Spark Big Influence**

**By Steve J. Martin, Noah Goldstein**



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Robert Beno Cialdini (born April 27, 1945) is the Regents' Professor Emeritus of Psychology a New York Times Bestseller; and another of his books, *The Small BIG: Small changes that spark a big influence*, was a Times Book of the year.

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