

Principles of compliance gaining

[Business](#), [Management](#)



For instance, if employees know that their manager uses a certain cologne, they are likely to want to use it too because it will be associated with power. The principle of authority works best in people who are under a given authority (O'Rourke & Collins, 2008). The principle of reciprocity makes us indebted to return a favor. For example, we may be tempted to keep shopping in a certain mall just because generous discounts are offered in that mall. This principle works best in all groups of people because the feeling of reciprocity is inherent in all of us (Kornblum, 2007). Therefore, no much improvement can be done to it.