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How To Get People to Do Stuff: Master the art and science of persuasion and motivation Susan M. Weinschenk, Ph.D. New Riders www.newriders.com To report errors, please send a note to errata@peachpit.com Dr. Weinschenk is the author of several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs She applies neuroscience to predict, understand, and explain what motivates people and how to get people to take action. "How to Get People to Do Stuff: Master the art and science of persuasion and motivation" is a book written by Susan Weinschenk that totally delivers what the author promises. This item: How to Get People to Do Stuff: Master the art and science of persuasion and motivation by Susan Weinschenk Paperback \$25.20 In Stock. Ships from and sold by Amazon.com.