**1. Du kan inte inte kommunicera**

Bateson, Gregory, Steps to an Ecology of Mind(1972).[1]

Griffin, Em. A first look at Communication Theory. 7th. New York: McGraw-Hill, 2009. Print.

**2 Du får folka att må som du vill**

Achor, Shaw, The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work Hardcover – September 14, 2010

https://health.usnews.com/health-news/health-wellness/articles/2015/09/24/feel-good-science-why-some-people-savor-positive-emotions-longer

<https://www.hcp.med.harvard.edu/publications/social-contagion-theory-examining-dynamic-social-networks-and-human-behavior>

<https://en.wikipedia.org/wiki/Pratfall_effect> How small failures make people more likable

**4 Alla påverkar alla**

Sherif, M., Harvey, O. J., White, B. J., Hood, W. E., & Sherif, C. S. (1961). Intergroup conflict and cooperation: The Robbers Cave experiment. Norman: University of Oklahoma Book Exchange.

**7. Analogt är bättre än digitalt**

Bok; Can you hear me?

20-20,000 Hz blir till 300-3500Hz komprimerat telefonljud. Över- och undertoner försvinner

https://www.mobil.se/nyheter/reportage-vi-f-rklarar-ljud-och-musik-i-mobilen

**8 Första intrycket varar**

Ahola, Angela, Justice needs a blindfold: Effects of defendants’ gender and attractiveness on judicial evaluation on May 21, 2010.

Davis JH. Group decision and procedural justice Progress in Social Psychology.

**9 Lika barn leka bäst**

Nygren, B. & Lundman, B. (2014) Åldrande och att vara gammal. I Friberg, F. (red.) & Öhlén, J. (red.) Omvårdnadens grunder: Perspektiv och förhållningssätt s. 153-178. Studentlitteratur: Lund

**10 Var intresserad, inte intressant**

Bennett, Ty, The Power of Influence, 2010

**11 Ord spelar roll**

Kahneman D, Riis J. Living, and thinking about it: Two perspectives on life The Science of Well-Being.

**12 Krångla inte till det**

Occam’s Razor - “Among competing hypotheses, the one with the fewest assumptions should be selected” (but often restated as “The simplest solution is most likely the correct solution” which is not quite the same thing).

Albert Einstein’s – “Make everything as simple as possible but not simpler” (it is possible that Einstein never actually said this and it was actually a paraphrase of something he said during a lecture but the principle remains sound).

Leonardo Da Vinci’s – “Simplicity is the ultimate sophistication” (when, perhaps, the greatest designer in history offers this advice, it’s almost certainly good advice).

Ludwig Mies Van Der Rohe’s – “Less is more” (Mies was a highly respected architect and peer of the better known Frank Lloyd Wright)

Bjarne Stroustrup’s “Make Simple Tasks Simple!” (Stroustrup is a Danish computer scientist and highly regarded academic).

Antoin Marie Jean-Baptiste Roger, comte de Saint-Exupery’s “It seems that perfection is not reached when there is nothing left to add but when there is nothing left to take away.”

**13 Förklara värde, inte egenskaper**

Catch-Line and Argument,” Vol. 15, February 1903, p. 124. Other writings by E. St. Elmo Lewis on advertising principles include "Side Talks about Advertising," The Western Druggist, Vol. 21, February 1899, p. 65-66; Financial Advertising, published by Levey Bros. in 1908; and, "The Duty and Privilege of Advertising a Bank," The Bankers' Magazine, Vol. 78, April 1909, pp. 710-11.

**15 Alla goda ting är 3**

“When Three Charms but Four Alarms: Identifying the Optimal Number of Claims in Persuasion Settings,” by Kurt A. Carlson of Georgetown University McDonough School of Business and Suzanne B. Shu of the University of California, Los Angeles.

Atkinson, Max, Lend Me Your Ears, 2004, Oxford University Press

**16 Storytelling äger**

David JP Phillips <https://www.youtube.com/watch?v=Nj-hdQMa3uA&feature=youtu.be>

<https://www.gripmarketing.io/turn-b2b-content-stories/>

**18 Kroppen talar, rösten också**

Mehrabian, A. (1981). Silent messages: Implicit communication of emotions and attitudes. Belmont, CA: Wadsworth

Mehrabian, A., & Blum, J.S. (1997). Physical appearance, attractiveness, and the mediating role of emotions. Current Psychology: Developmental, Learning, Personality, Social, 16, 20-42.

**Arbetsglädje**

<https://www.ted.com/talks/christine_porath_why_being_nice_to_your_coworkers_is_good_for_business/transcript> incivility

The Power Paradox – How we gain and lose influence. Dacher Keltner. <https://www.amazon.com/Power-Paradox-Gain-Lose-Influence/dp/0143110292>

<http://kjonnsforskning.no/nb/de-fem-harskarteknikerna>

<https://www-washingtonpost-com.cdn.ampproject.org/c/s/www.washingtonpost.com/amphtml/news/answer-sheet/wp/2017/12/20/the-surprising-thing-google-learned-about-its-employees-and-what-it-means-for-todays-students/>

Angelöw, B. (2006). Arbetsglädje: att skapa större arbetslust. Lund: Studentlitteratur

Arbetsmiljöverket (2012). Den goda arbetsmiljön och dess indikatorer [Elektronisk]. Stockholm.

Tillgänglig:: https://www.av.se/globalassets/filer/publikationer/kunskapssammanstallningar/den- goda-arbetsmiljon-och-dess-indikatorer-kunskapssammanstallningar-rap-2012-7.pdf [2017-05- 03]

Snyder, Lopez, & Pedrotti (2010) Positive psychology: The scientific and practical explorations of human strengths.

Pryce-Jones & Lindsay (2014) What happiness at work is and how to use it. Industrial and Commercial Training, 46(3), 130-134.

Hanson, A. (2010). Salutogent ledarskap: för hälsosam framgång. Solna: Fortbildning

Snyder, Lopez, & Pedrotti (2010) Positive psychology: The scientific and practical explorations of human strengths.

Pryce-Jones & Lindsay (2014) What happiness at work is and how to use it. Industrial and Commercial Training, 46(3), 130-134.

Angelöw, B. (2006). Arbetsglädje: att skapa större arbetslust. Lund: Studentlitteratur

Arbetsmiljöverket (2012). Den goda arbetsmiljön och dess indikatorer [Elektronisk]. Stockholm. Tillgänglig:: https://www.av.se/globalassets/filer/publikationer/kunskapssammanstallningar/den- goda-arbetsmiljon-och-dess-indikatorer-kunskapssammanstallningar-rap-2012-7.pdf [2017-05- 03]

Hanson, A. (2010). Salutogent ledarskap: för hälsosam framgång. Solna: Fortbildning

<https://preview.mailerlite.com/m4x8j5/913629457682535783/q2y3/> Hur ord kan lyfta eller sänka oss av Gunnel Ryner

<https://www.svd.se/berom-fran-chefen-ger-frisk-personal>

Beslut i små grupper:

<http://intuitor.com/statistics/SmallGroups.html>

Dunbars tal (150 pers som vi kognitivt kan hålla reda på)

http://intuitor.com/statistics/SmallGroups.html