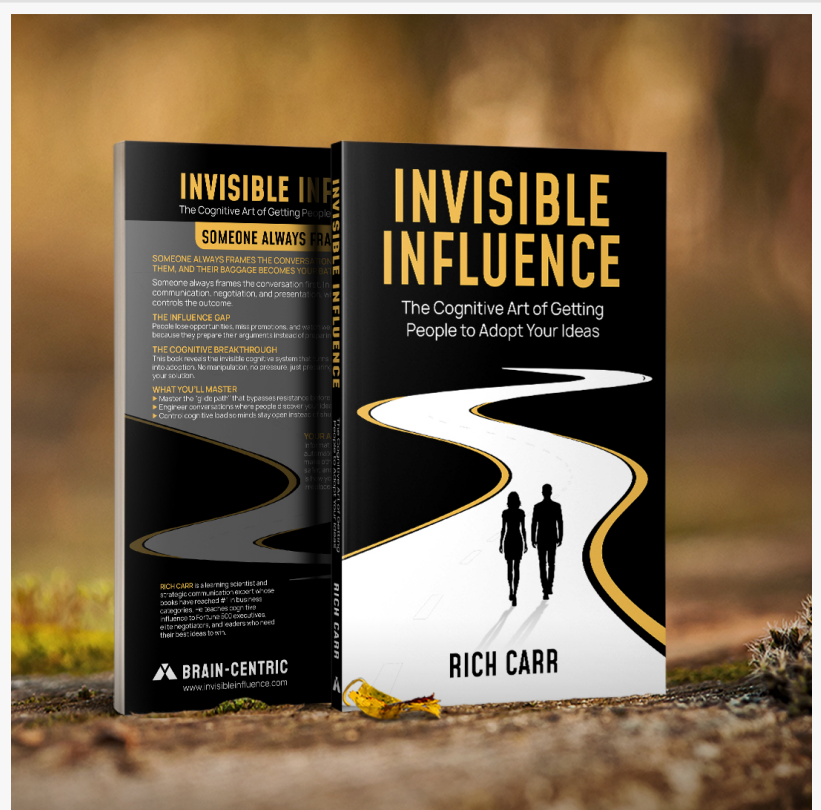


# Book Release Addresses Growing Professional Challenge: Why Being Right Isn't Enough

*New book explores why expertise, position, and tenure alone no longer guarantee professional influence in modern workplace dynamics.*

SEATTLE, WA, UNITED STATES,  
September 16, 2025 /

EINPresswire.com/ -- A new book released today addresses a growing frustration among skilled professionals: despite having strong expertise and solid reasoning, many struggle to gain adoption for their ideas. "Invisible Influence: The Cognitive Art of Getting People To Adopt Your Ideas" examines why traditional approaches to workplace influence are becoming less effective and what professionals can do about it.



Available Now on Amazon

The book, which became a Top New Seller when pre-orders first launched, emerges at a time when professionals across industries report similar experiences: well-researched presentations that fall flat, logical arguments that meet resistance, and expertise that doesn't translate to leadership influence. These challenges are intensifying as information becomes more abundant and attention spans become more fragmented.

Author [Rich Carr](#), a learning scientist specializing in cognitive communication, spent decades studying why some professionals consistently gain buy-in while others, equally qualified, struggle to move ideas forward. His findings challenge common assumptions about how influence works in professional settings.

"The gap isn't in knowledge or skill," Carr observes. "It's in understanding how the brain processes new information and makes decisions about what to adopt. Most professionals

approach influence as if it's about building better arguments, when it's actually about preparing better conditions for thinking."

The book explores several key insights:

-Information Overload: People's brains are drowning in too much information these days, so they've gotten really good at tuning things out. If you dump too much on someone at once, their brain will just shut down and ignore you completely.

-We're A Prediction Machine: Your brain is constantly trying to predict what's coming next in any conversation. If you understand what someone expects to hear, you can work with that instead of fighting against it, and they'll be much more likely to actually listen.

-The Authority Dilemma: When you try to show how much you know, you actually make it harder for people to follow you. The more complicated you sound, the more their brain has to work, and most people will just check out. Being influential means making things easier, not harder.

-Nodding vs. Actually Doing: Just because someone agrees with you in a meeting doesn't mean they'll actually do anything about it. Getting real change requires helping people truly buy into the idea, not just getting them to be polite and nod along.

Invisible Influence provides practical frameworks professionals can apply immediately, including techniques for structuring conversations, presentations, and communications that reduce resistance, language patterns that create psychological safety during decision-making, and methods for helping others feel ownership of new ideas.

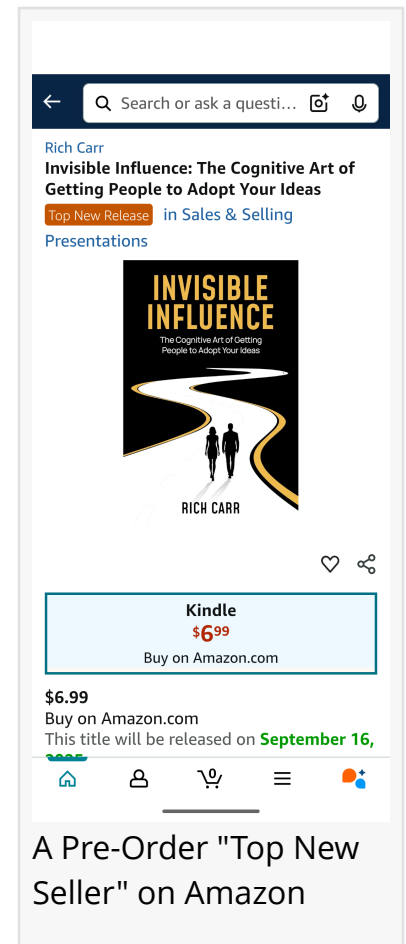
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Your ideas aren't failing because they're wrong. They're failing because you're speaking to the wrong part of the brain. Master this, and resistance disappears.”

*Rich Carr, Author of "Invisible Influence"*

These approaches are particularly relevant as artificial intelligence reshapes professional communication. While AI can generate information and even craft arguments, it cannot read the cognitive state of human decision-makers or adapt communication in real-time based on neurological feedback.

"Invisible Influence" serves professionals across disciplines and sectors, from executives seeking better team alignment to consultants working with resistant clients to educators trying to create lasting behavioral change to anybody who communicates for consequences. The book includes



case studies from various industries and provides both theoretical understanding and practical application, as well as downloadable guides, templates, and training.

The cognitive approach described in the book represents a shift from force-based persuasion to communications that allow people to adopt ideas voluntarily rather than feeling pressured into compliance.

"Invisible Influence: The Cognitive Art of Getting People To Adopt Your Ideas" is now available [on Amazon](#), having reached "Top New Release" status following its pre-orders announcement. A free chapter is available at the publisher's website, and the complete book can be found on Amazon in print, digital, and audiobook formats.

Carr is also the author of "Brain-centric Design," which explores how understanding cognitive processes can improve learning and communication design, and "Surprised!," an examination of how unexpected elements in communication can enhance engagement and retention. Both books established Carr's expertise in applying neuroscience principles to practical communication challenges, laying the groundwork for the cognitive influence framework presented in "Invisible Influence.

Rich Carr

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