

**ABSTRACT:**

This thesis is focused on psychological topic of persuasion, while presenting knowledge from theory and proposal of practical application in the field of business relations. The theoretical part is devoted to defining persuasion and mapping individual characteristics, whose influence perceived persuasiveness of speaker and also characteristics determining recipient's resistance. It also hold forth on recipient's information processing and decision-making. Subsequently, the selected proved strategies and techniques of persuasion are mentioned – visual, verbal, cognitive and strategies related with Cialdini's principles. There is also incorporated the intercultural view on persuasion and the topic of ethics in persuasion is included as well. The second part presents a proposal for a research – an experiment, whose aim would be to compare two chosen techniques of persuasion.