Collins

Charisma

Micro-sociology of Power and Influence

What is charisma? And how does it generate influence and power? World-renowned sociologist Randall Collins explores these and many other questions in a highly readable exploration of the various forms of charisma and how charisma elevated Jesus, Cleopatra, Lawrence of Arabia, Queen Elizabeth, Hitler, Churchill, Franklin and Eleanor Roosevelt, Madame Mao Zedong, and others. He explores four types of charisma: frontstage, backstage, success-magic, and reputational charisma. Not everyone has the same kind of charisma and Collin’s identifies important differences and their relations to power. The book exemplifies Collin’s sophisticated micro-sociology in accessible and compelling prose, quietly building subtle matrices of analysis that show how sociology unveils hidden discoveries.

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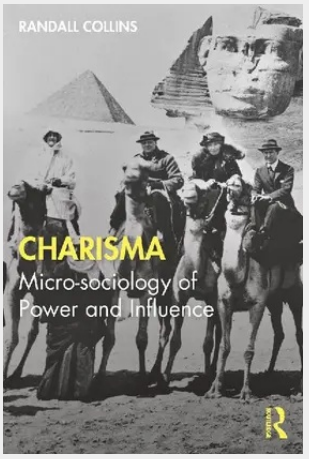

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