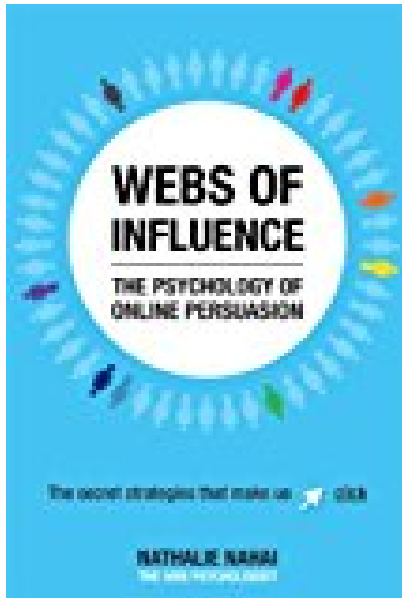


Webs of Influence The Psychology of Online Persuasion



BOOK DETAILS

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BOOK SYNOPSIS

With the majority of commercial transaction now happening online, companies of all shapes and sizes face an unprecedented level of competition to win over and retain new business. In this second edition of Webs of Influence, Nathalie Nahai brings together the latest insights from the world of psychology, neuroscience and behavioural economics to explain the underlying dynamics and motivations behind consumer behaviour. This book will show you how to apply specific principles to improve your marketing, products and websites, enabling you to engage with your customers in a more meaningful way.

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