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applies the research on persuasion and decision making to the design of websites. Neuro

WebDesign explains psychological research on social validation, reciprocity, fear of loss, contrast and other

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principles in an easy to understand way, and then goes on to show how to implement these powerful ideas.

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Neuro Web Design
applies research on
motivation, decision
making, and
neuroscience to the

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Neuro Web Design
applies the research on
motivation, decision
making, and
neuroscience to the
design of Web sites.

You will learn the
unconscious reasons for

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Design: What
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people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click.

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Makes Them Click? |
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applies the research on

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persuasion and decision making to the design of websites. Neuro

WebDesign explains psychological research on social validation, reciprocity, fear of loss, contrast and other principles in an easy to understand way, and then goes on to show how to implement these powerful ideas.

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by Cialdini and talks
about how they work on

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the Web. As such, it's great applied thinking. If you know Cialdini, you won't learn a lot that's new, but it's a good refresher. If you don't know Cialdini, you'll find this fast read on persuasion very enlightening.

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motivation, decision
making, and
neuroscience to the
design of Web sites.
You will learn the
unconscious reasons for
people's actions, how
emotions affect
decisions, and how to
apply the principles of
persuasion to design
Web sites that

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encourage users to click.

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website seems to be

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be simply incorporated

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but at least this makes
the concepts easy to
understand. Well worth
buying for anyone
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neuroscience to the design of Web sites. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click.

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that persuade people to
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