



## Webs of Influence: The Psychology of Online Persuasion (2nd Edition) (Paperback)

By Nathalie Nahai

Pearson Education Limited, United Kingdom, 2017. Paperback. Condition: New. 2nd New edition. Language: English . Brand New Book. 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. Applying the latest in thinking in psychology, sociology, business, design and more, this book is essential reading for anyone who works on the web. Jamie Bartlett Author of The Dark Net Nathalie Nahai is the most intelligent contemporary writer on technology matters. This new edition is even better and will turn every reader into an expert: a phenomenal book! Dr Thomas Chamorro-Premuzic Professor of Business Psychology at University College London and Columbia University, CEO of Hogan Assessments.



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