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The Psychology

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

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behavioural economics
to explain the
underlying dynamics
and motivations behind
consumer behaviour.

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teaches us what to
consider when trying to
persuade potential
customers to perform
various desired actions
on your site. Whether
you're a small site or

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colossus, this book is a
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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.

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**The Psychology of
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Book Review: Webs of
Influence: The

Psychology of Online
Persuasion by Nathalie
Nahai I read a lot of
marketing books, but
it's rare to find one
that so closely matches
my own interests.

Nathalie Nahai's Webs
of Influence focuses on
the intersection of web
design and persuasion
psychology. It's safe to
say that if you like

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Neuromarketing and/or
Brainfluence, you'll find
lots to like in ...

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Neuromarketing**

A Cure for
Disconnection.

Loneliness is a complex
problem of epidemic
proportions, affecting
millions from all walks
of life.

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Webs Of Influence by Nathalie Nathai has fantastic insights on how our mind works when we are exposed to branding, colour, conversion rate, user experience and the general make up of a website. This book turned on a massive light bulb in my head and took me down a path I'm still following.

**Webs of Influence:
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Online Persuasion ...

The Psychology of Online Persuasion. 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

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psychology,
neuroscience and
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to explain the
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Nathalie Nahai - Books

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In this second edition of *Webs of Influence* (now in 7 languages), 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.

**Nathalie Nahai -
Author, Speaker,
Host of The Hive**

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Podcast

In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success.

Nahai, Webs of Influence: The
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The second edition of Nathalie Nahai's book *Webs of Influence: The Psychology of Online Persuasion, 2nd Edition* will be out on March 19, 2017, from FT Press. Nathalie has kindly provided me an early copy for review. I had not read the first edition, so was coming to this edition with fresh eyes and an open mind.

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