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

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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.

Neuro Web Design: What Makes Them Click? (Voices That ...

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

Neuro Web Design: What Makes Them Click? | Web Wise Wording

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

Weinschenk, Neuro Web Design: What Makes Them Click? | Pearson

Neuro WebDesign 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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Buy Neuro Web Design: What Makes Them Click? by Weinschenk, Susan Published by New Riders 1st (first) edition (2009) Paperback 1st Edition by Susan Weinschenk (ISBN: 8601405511034) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Neuro Web Design: What Makes Them Click? by

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Weinschenk ...

Neuro Web Design take the classic principles of influence and persuasion as elucidated by Cialdini and talks about how they work on 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.

Neuro Web Design: What Makes Them Click? by Susan M ...

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



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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.

Neuro Web Design: What Makes Them Click?:  
Weinschenk ...

The key to a successful website seems to be 'Make It Easy To Buy' and this book gives some key identifiers into how such concepts can be simply incorporated into your website design. Language is a bit simplistic at times but at least this makes the concepts easy to understand. Well worth buying for anyone involved in websites.

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SUSAN M. WEINSCHENK, PH.D. NEURO WEB DESIGN

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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

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Neuro Web Design: What Makes Them Click? |  
Peachpit

Neuro Web Design: What Makes Them Click? by Susan Weinschenk. Why does someone decide to buy a product online or register at a website?

Psychologists have known for years about the nonconscious forces that persuade people to take action. Neuro WebDesign applies the research on persuasion and decision making to the design of

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Neuro Web Design What Makes Them Click speaker  
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and rational and that their decisions are made by  
careful thinking but the reality is that the actions that  
people take at websites Neuro Web Design What  
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design take the classic principles of influence and persuasion as elucidated by cialdini and talks about how they work on the web as such its great applied thinking if you know cialdini you wont

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Aug 28, 2020 neuro web design what makes them click Posted By Gérard de Villiers Publishing TEXT ID 43852e8c Online PDF Ebook Epub Library Neuro Web Design What Makes Them Click Susan 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 peoples

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actions how emotions affect

“While you’re reading Neuro Web Design, you’ll probably find yourself thinking ‘I already knew that...’ a lot. But when you’re finished, you’ll discover that your ability to create effective web sites has mysteriously improved. A brilliant idea for a book, and very nicely done.” – Steve Krug, author of Don’t Make Me Think! A Common Sense Approach to Web Usability Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? Neuro Web Design applies



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the research on 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 encourage users to click. Neuro Web Design employs "neuro-marketing" concepts, which are at the intersection of psychology and user experience. It's scientific, yet you'll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you'll be able to dramatically increase the effectiveness and conversion rates of your own Web site.

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What makes them click? The only book that examines nonconscious forces behind user action on the Web. •

- The only book that examines the intersection of psychology and user experience and why people take action on a web site.
- Helps web designers and developers increase the effectiveness and conversion rates of their websites.
- Author is an expert in the field and has been a keynote speaker at user experience and usability conferences.

Why does someone decide to buy a product online or register at a website? Psychologists have known for years about the nonconscious forces that persuade people to take action. Neuro WebDesign applies the research on persuasion and decision making to the design of

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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. For example, why are customer ratings so important at a website, and what are the critical elements to include to make them even more effective? Does the order in which you provide choices have an unconscious effect on which one is chosen? Some books describe research; some books give advice on web design, but Neuro WebDesign combines the research on non-conscious decision-making and persuasion with web design advice.

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We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds

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attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Today, businesses of all sizes generate a great deal of creative graphic media and content, including websites, presentations, videos and social media posts. Most big companies, including Procter &

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Gamble, Coca-Cola, Tesco and Google, now use neuroscience research and theories to optimise their digital content. Neuro Design opens up this new world of neuromarketing design theories and recommendations, and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement with their website and boost profitability.

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative,

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or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do. In this book you'll learn the 7 drives that motivate people: The Desire For Mastery, The Need To Belong, The Power of Stories, Carrots and Sticks, Instincts, Habits, and Tricks Of The Mind. For each of the 7 drives behavioral psychologist Dr. Susan Weinschenk describes the research behind each drive, and then offers specific strategies to use.

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Here's just a few things you will learn: The more choices people have the more regret they feel about the choice they pick. If you want people to feel less regret then offer them fewer choices. If you are going to use a reward, give the reward continuously at first, and then switch to giving a reward only sometimes. If you want people to act independently, then make a reference to money, BUT if you want people to work with others or help others, then make sure you DON'T refer to money. If you want people to remember something, make sure it is at the beginning or end of your book, presentation, or meeting. Things in the middle are more easily forgotten. If you are using feedback to increase the desire for mastery keep the



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feedback objective, and don't include praise.

WHY DO PEOPLE DECIDE TO BUY A PRODUCT? Trust the information you provide? Take action at your web site? Neuro Web Design applies the research on motivation, decision making and neuroscience to design. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design products that encourage people to click.

Every day around the world millions of presentations are given, with millions of decisions hanging in the balance as a result. Do you know the science behind

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giving a powerful and persuasive presentation? This book reveals what you need to know about how people listen, how people decide, and how people react so that you can learn to create more engaging presentations. No matter what your current skill level, whether beginner or polished, this book will guide you to the next level, teaching you how to improve your delivery, stance, eye contact, voice, materials, media, message, and call to action. Learn to increase the effectiveness of your own presentations by finding the answers to questions like these: What grabs and holds attention during a presentation? How do you choose the best media to use? What makes the content of a presentation stick? How do people react to your voice,

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posture, and gestures? How do people respond to the flow of your message? How do you motivate people to take action? These are just a few of the questions that the book answers in its deep-dive exploration of what you need to know about people to create a compelling presentation.

Thousands of designers, marketers, and product managers have come to rely on Susan Weinschenk's original 100 Things Every Designer Needs To Know About People as a "go-to book" for practical advice on how to use the latest findings in psychology and neuroscience to directly inform and improve their designs, brands, and products. Research hasn't

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stopped since the book was written, and new design challenges have emerged. Weinschenk's new book, *100 MORE Things Every Designer Needs To Know About People* applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial intelligence. Weinschenk combines real science and research citations with practical examples to make her *100 MORE Things* engaging, persuasive, easy to read, accessible, and useful. *100 MORE Things Every Designer Needs to Know About People* is not just another "design guidelines" book because it explains the WHY behind the guidelines, providing concrete

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examples and prescriptions that can be easily and instantly applied.

Summary CSS in Depth exposes you to a world of CSS techniques that range from clever to mind-blowing. This instantly useful book is packed with creative examples and powerful best practices that will sharpen your technical skills and inspire your sense of design. Foreword by Chris Coyier, Cofounder of CodePen. Dig even deeper into the secrets of CSS with our video course CSS in Depth in Motion, available exclusively at Manning.com ([www.manning.com/livevideo/css-in-depth-in-motion](http://www.manning.com/livevideo/css-in-depth-in-motion))! Purchase of the print book includes a free eBook in

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PDF, Kindle, and ePub formats from Manning Publications. About the Technology Some websites really pop. They look great, they're visually consistent, and they feel interactive and responsive. You can bet their developers knew CSS in depth. CSS specifies everything from the structural layout of page elements to their individual look and feel. True masters know the patterns of CSS development, the techniques to implement them, and the subtle touches that result in beautiful typography, fluid transitions, and balanced graphics. Join them! About the Book CSS in Depth exposes you to a world of CSS techniques that range from clever to mind-blowing. This instantly useful book is packed with creative

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examples and powerful best practices that will sharpen your technical skills and inspire your sense of design. You'll gain new insights into familiar features like floats and units, and experiment with emerging ideas like responsive design and pattern libraries. Bottom line: this book will make you a better web designer and your apps will look fantastic! What's Inside Avoid common CSS pitfalls Master misunderstood concepts Use flexbox and grid layout Responsive designs for any device Code for reuse and maintainability About the Reader Written for web developers who know the basics of CSS and HTML. About the Author Keith J. Grant is a senior web developer who builds and maintains web applications

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and websites, including The New York Stock Exchange site. Table of Contents PART 1 - REVIEWING THE FUNDAMENTALS Cascade, specificity, and inheritance Working with relative units Mastering the box model PART 2 - MASTERING LAYOUT Making sense of floats Flexbox Grid layout Positioning and stacking contexts Responsive design PART 3 - CSS AT SCALE Modular CSS Pattern libraries PART 4 - ADVANCED TOPICS Backgrounds, shadows, and blend modes Contrast, color, and spacing Typography Transitions Transforms Animations

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