

Neuro Web Design What Makes Them Click

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Neuro Web Design

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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 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.

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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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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 websites.

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