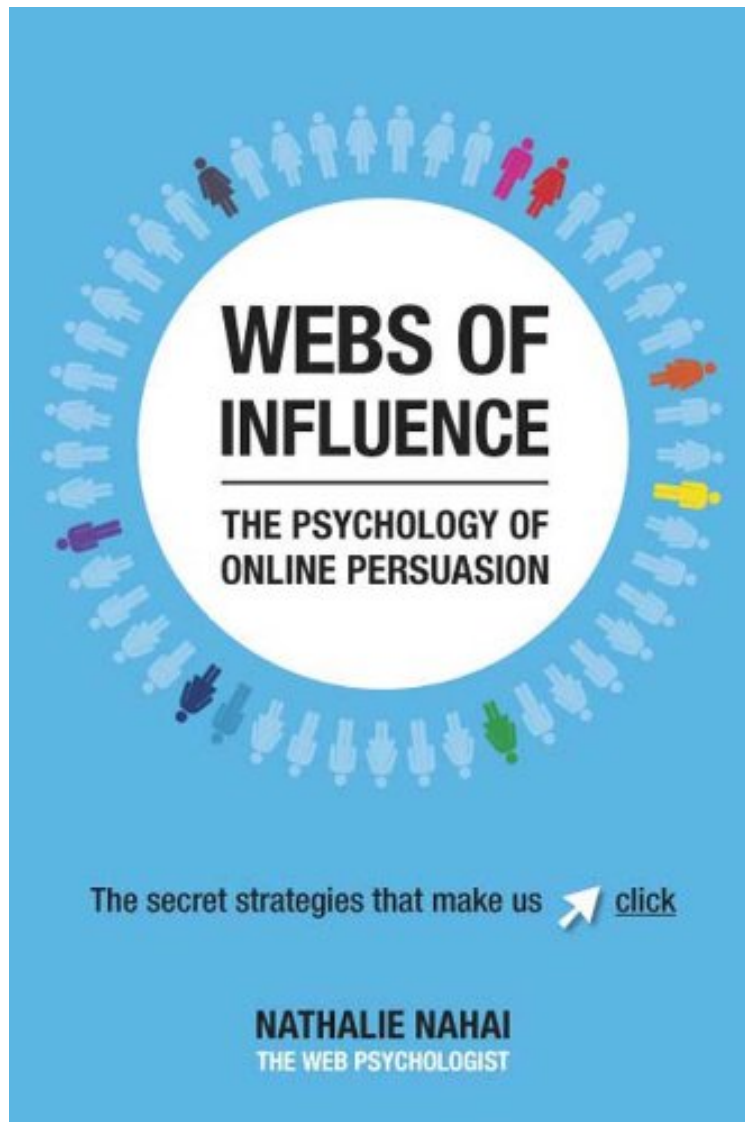


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Webs of Influence: The Psychology of Online Persuasion

Nathalie Nahai

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Nathalie Nahai : Webs of Influence: The Psychology of Online Persuasion before purchasing it in order to gauge whether or not it would be worth my time, and all praised Webs of Influence: The Psychology of Online Persuasion:

3 of 4 people found the following review helpful. Thorough, well-researched book with TONS of ideas By Jacob D Gerber I read this book a few months ago, and I still have it sitting right on my desk, filled with bookmarks of places I want to re-visit, re-think, and re-implement in my own marketing. This book is just so full of fantastic information that I couldn't digest it all at one time. The endnotes alone are worth the price of the book. I've read some other books that mainly source secondary resources like blog articles that rehash other primary sources. Nathalie Nahai has actually

done an amazing amount of primary research, and the endnotes are filled with all kinds of studies on a huge breadth of topics. Still, it doesn't read like a dry, academic tome. It's brilliant, deep stuff, but it isn't anything that a person of average intelligence would struggle to understand. This book has become one of my top recommendations on the subject.

1 of 2 people found the following review helpful. An Excellent Resource For Aligning Your Digital Footprint With Who You Are Whom You Wish to Attract
By Tanya McGill Freeman
Your digital presence is now more important and is also 'louder' than ever before! So it's crucial for anyone expressing themselves online transmitting their message out onto the interwebs to be certain that the message they are intending to send out is what's being perceived. If you have any doubt about that (or what any of that even means), then you NEED this book! Nathalie dives deep into the psychology of not only how we perceive what we encounter online, but what the root cause is and if it's not giving us a positive result, what we can do to remedy it. She's clearly done a huge amount of research in order to write this super-insightful book, and on top of it all, she's a truly lovely person to listen to (I highly recommend her podcast: "The Web Psychologist.") If you get this guide, you'll not only begin to view the web differently, but in applying her recommendations, you'll probably garner higher conversions AND more traffic. Ch-ching!

0 of 0 people found the following review helpful. Five Stars
By thegodwincreative
Wow Nathalie!.... incredible insights....thank you! MG

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. 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. *Webs of Influence* delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level — with dazzling results.

From the Back Cover
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