

## Neuro Web Design What Makes Them Click Susan M Weinschenk

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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.

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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.

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

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

"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!

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Neuro Web Design: What makes them click social validation reciprocity & concession scarcity you pictures & stories fear of losing similarity, association & attractiveness commitment and consistency choices social animals

### Neuro Web Design: What makes them click - SlideShare

We make decisions quickly. As a designer, you might want to push the envelope in your designs, but the further away from a typical website your design gets, the less people will stay. Keep designs clean and simple, and don't play too much with what your users consider classic web design.

### Design psychology: Combining neuroscience and design

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Jag beställde den här boken på Amazon Kindle till min iPad och jag måste säga att jag fullständig älskar den. Det är Susan M. Weinschenk som har skrivit boken och hon är en väl ansedd Psykolog med 30+ år under sitt bälte. I boken skriver hon enkelt och beskrivande om hur vårt undermedvetna påverk...