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

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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.

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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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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 speaker susan weinschenk we think that people are logical 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 Makes Them Click Web Wise Wording

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