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BIOGRAPHY Nathalie is an international speaker and author of the best-selling book *Webs of Influence: The Psychology of Online Persuasion*, whose work explores the intersection between persuasive technology, ethics, and the psychology of online behaviour.

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In this second edition of *Webs of Influence*, Nathalie Nahai brings together the latest insights from the world of psychology, neuroscience and behavioural economics to explain the underlying dynamics and motivations behind consumer behaviour. This book will show you how to apply specific principles to improve your marketing,...

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Webs of Influence The psychology of online persuasion Nathalie Nahai is a Web Psychologist and best-selling author of Webs of Influence: The Psychology of Online Persuasion.

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Nir's Note: This guest post is excerpted from Nathalie Nahai's best-selling book, Webs Of Influence: The Psychology of Online Persuasion. A film, a piece of theatre, a piece of music, or a book can make a difference. It can change the world. - Alan Rickman, ActorWhat...

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Webs of Influence: The Psychology of Online Persuasion

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The second edition of Nathalie Nahai's book Webs of Influence: The Psychology of Online Persuasion will be out on March 19, 2017, from FT Press. Nathalie has kindly provided me an early copy for review. I had not read the first edition, so was coming to this edition with fresh eyes and an open mind.

Nahai, Webs of Influence: The Psychology of Online ...

Webs of Influence: The Psychology of Online Persuasion: The secret strategies that make us click, 2nd Edition. Published Mar 2, 2017 by FT Press.

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