

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.

An Ordinary Killer, The Big Book of Su Doku #2 (Mass Market Edition), Small Plates: Short Fiction, Restaurant Rants, The Anabasis, Evans Alphas: Book 2, Science in the Elementary and Middle School,

Webs of Influence: The Psychology of Online Persuasion (2nd Edition) (2nd Edition) [Nathalie Nahai] on getadegree.com *FREE* shipping on qualifying offers.

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Webs of Influence has ratings and 15 reviews. Alvaro said: Despite the lack-luster 3 star rating (I would give it if I could), I genuinely do not. Book Review: Webs of Influence: The Psychology of Online Persuasion by Nathalie focuses on the intersection of web design and persuasion psychology .

Nathalie is the author of the best-selling book, Webs of Influence: The Psychology of Online Persuasion; and contributing author to On! The Future of Now.

Webs of Influence: The Psychology of Online Persuasion by Nathalie Nahai, , available at Book Depository with free delivery.

Webs of Influence The second edition of Nathalie Nahai's book Webs of Influence : The Psychology of Online Persuasion will be out on March.

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