

The Choice Factory 25 Behavioural Biases That Influence What We Buy

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The Choice Factory 25

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Behavioural Biases That Influence What We Buy understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behavior is shaped by psychological shortcuts. The Choice Factory: 25 Behavioral Biases that Influence ... <https://amzn.to/2D1GNf7> - The Choice Factory: 25 behavioural biases that influence what we buy Online marketing (additionally known as emarketing, internet a... The Choice Factory: 25 behavioural biases that influence what we buy The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple

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Behavioural Biases That Influence What We Buy, will benefit anyone who is interested in understanding the drivers behind decision-making.

What are the benefits? How behavioural science can be practically applied to our day-to-day challenges.

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