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Webs of Influence: The Psychology of Online Persuasion Nahai , Nathalie
With the majority of commercial transaction now happening online, companies of all shapes and sizes face an unprecedented level of competition to win over and retain new business.

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

The Paperback of the Webs of Influence: The Psychology of Online Persuasion (2nd Edition) by Nathalie Nahai at Barnes & Noble. FREE Shipping on \$35 or B&N Outlet Membership Educators Gift Cards Stores & Events Help

Webs of Influence: The Psychology of Online Persuasion ...

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.

Webs of Influence: The Psychology of Online Persuasion ...

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

Webs of Influence: The Psychology of Online Persuasion ...

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...

Articles: Consumer Psychology And Decision Making Process ...

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Webs of Influence: The Psychology of Online Persuasion The Psychology of Online Persuasion 2nd Edition by Nathalie Nahai and Publisher Pearson (Intl). Save up to 80% by choosing the eTextbook option for ISBN: 9781292134611, 1292134615. The print version of this textbook is ISBN: 9781292134604, 1292134607.

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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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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.