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The Choice Factory 25 Behavioural

If you've never read any books on behavioural economics before then is a great introduction to the subject and I can't wait to work my way through some of the books suggested in the 'Further reading' section at the end of 'The Choice Factory.'

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The Choice Factory: 25 behavioural biases that influence ...
The Choice Factory is entertaining and highly accessible with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson, and Mark Earls.

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The Choice Factory: 25 behavioural biases that influence ...
In THE CHOICE FACTORY Richard Shotton pays homage to the intrepid pioneers of Behavioural Economics, exploring the psychological shortcuts we (as makers of 35,000 daily decisions) take. The book contains 25 tight chapters, each covering a cognitive bias from mood to confirmation, media context to price.

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The choice factory : how 25 behavioural biases influence ...
The Choice Factory How 25 behavioural biases influence the products we decide to buy By Richard Shotton Harriman House. HARRIMAN HOUSE LTD 18 College Street Petersfield Hampshire GU31 4AD GREAT BRITAIN Tel: +44 (0)1730 233870 Email: enquiries@harriman-house.com Website: www.harriman-house.com First published in

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The Choice Factory by Richard Shotton | Harriman House

The Choice Factory is an entertaining and highly-accessible read, with 25 short chapters, each addressing a cognitive bias and outlining easy ways to apply it to your own business challenges. Dip in or read cover to cover and you'll be full of new ideas, ready to crack any brief.

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The Choice Factory, by Richard Shotton, presents 25 behavioural biases that influence everyday decision-making. It demonstrates the value of using the learnings from behavioural science to increase success and greater effectiveness in marketing and advertising.

Speed Read: The Choice Factory - Harriman House

The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls.

THE CHOICE FACTORY | Richard Shotton

The choice factory : how 25 behavioural biases influence the products we decide to buy ...

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His book therefore covers 25 behavioural bias and does so clearly and succinctly, reminding me how many can affect my thinking. It provides the evidence on which they are based and most helpfully suggestions as how they can be applied in developing communications and other marketing activity.

The Choice Factory | The Marketing Society

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