

# Download File PDF The Choice Factory 25 Behavioural Biases That Influence What We Buy

## The Choice Factory 25 Behavioural Biases That Influence What We Buy

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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 ...

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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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Choice Factory: 25 Behavioural Biases That Influence What ...

Before you can influence decisions, you need to understand what drives them. In this book, 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 behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick ...

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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: 25 Behavioural Biases That Influence What We Buy Richard Shotton. Before you can influence decisions, you need to 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 ...

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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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Amazon.com: The Choice Factory: 25 behavioural biases that ...

The Choice Factory: 25 behavioural biases that influence what we buy - Kindle edition by Richard Shotton. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading The Choice Factory: 25 behavioural biases that influence what we buy.

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Amazon.com: The Choice Factory: 25 behavioural biases that ...

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

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greater effectiveness in marketing and advertising.

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Speed Read: The Choice Factory - Harriman House

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THE CHOICE FACTORY | Richard Shotton

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

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The choice factory : how 25 behavioural biases influence ...

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.

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The Choice Factory | The Marketing Society

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The Choice Factory: 25 behavioural biases that influence what we buy (Paperback) Your local Waterstones may have stock of this item. Please check by using Click & Collect. Before you can influence decisions, you need to understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn.

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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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Before you can influence decisions, you need to 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 behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. *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. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. *The Choice Factory* is the new advertising essential.

Before you can influence decisions, you need to 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 behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. *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. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. *The Choice Factory* is the new advertising essential.

If you are in business, you are in the business of behaviour – and unless a business influences behaviour, it will not succeed. In the last 50 years we have learnt more about how we behave than over the previous 5,000. This book shows how behavioural science has revolutionised our understanding of how people really think (or don't) – and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. Richard Chataway works for the BVA Nudge Unit, a global consultancy specialising in behavioural change, and has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture – to developing the world's most successful stop-smoking mobile app. Introducing the leading thinkers and practitioners from this new field (and sharing dozens of real-world examples), Richard guides readers through the hidden influences, biases and fallacies that influence the behaviour of customers, employees, and business leaders alike – and shows how we can ethically use these insights to:

- powerfully attract and retain customers
- fuel true and lasting innovation
- stand apart in the new world of increasing automation and artificial intelligence
- change workplaces and maintain happy and productive employees and teams
- and a lot more!

It's time to shape behaviour instead of simply reacting to it. *The Behaviour Business* is the eye-opening, practical guide you have been waiting for.

What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In *Choice Hacking*, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish *Choice Hacking* feeling confident and ready to transform your experience with science. In *Choice Hacking*, you'll discover:

- How to make sure your

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customer experience is designed for what people do (not what they say they'll do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love - How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences

Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free resources, tools, examples, and use cases online

Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking.

About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of CX That Sings: An Introduction To Customer Journey Mapping. To learn more about this book or contact the author, please visit [ChoiceHacking.com](http://ChoiceHacking.com)

In the sink or swim world of planners, strategists and their clients, now more than ever, there is a need for a practical handbook to guide us through all the main parts of the process. And thanks to Les Binet and Sarah Carter at Adam&eveDDB we now have just that.

"...fascinating. Like Malcolm Gladwell on speed." —THE GUARDIAN "HERD is a rare thing: a book that transforms the reader's perception of how the world works". —Matthew D'Ancona, THE SPECTATOR

"This book is a must. Once you have read it you will understand why Mark Earls is regarded as a marketing guru." —Daniel Finkelstein, THE TIMES

This paperback version of Mark Earls' groundbreaking and award winning book comes updated with new stats and figures and provides two completely revised chapters that deal with the rise of social networking. Since the Enlightenment there has been a very simple but widely held assumption that we are a species of thinking individuals and human behaviour is best understood by examining the psychology of individuals. It appears, however, that this insight is plain wrong. The evidence from a number of leading behavioural and neuroscientists suggests that our species is designed as a herd or group animal. Mark Earls applies this evidence to the traditional mechanisms of marketing and consumer behaviour, with a result that necessitates a complete rethink about these subjects. HERD provides a host of unusual examples and anecdotes to open the mind of the business reader, from Peter Kay to Desmond Tutu, Apple to UK Sexual Health programmes, George Bush to Castle Lager, from autism to depression to the real explanation for the placebo effect in pharmaceutical testing.

How can we sell more, to more people, and for more money? The marketing world is awash with myths, misconceptions, dubious metrics and tactics that bear little relation to our actual buying behaviour.

To be brilliant, you have to be irrational

Why is Red Bull so popular - even though everyone hates the taste?

Why do countdown boards on platforms take away the pain of train delays? And why do we prefer stripy toothpaste? We think we are rational creatures. Economics and business rely on the assumption that we make logical decisions based on evidence. But we aren't, and we don't. In many crucial areas of our lives, reason plays a vanishingly small part. Instead we are driven by unconscious desires, which is why placebos are so powerful. We are drawn to the beautiful, the extravagant and the absurd - from lavish wedding invitations to tiny bottles of the latest fragrance. So if you want to influence people's choices you have to bypass reason.

The best ideas don't make rational sense- they make you feel more than they make you think. Rory Sutherland is the Ogilvy advertising legend whose TED Talks have been viewed nearly 7 million times. In his first book he blends cutting-edge behavioural science, jaw-dropping stories and a touch of branding magic, on his mission to turn us all into idea alchemists.

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Most organizations spend much of their effort on the start of the value creation process: namely, creating a strategy, developing new products or services, and analyzing the market. They pay a lot less attention to the end: the crucial “ last mile ” where consumers come to their website, store, or sales representatives and make a choice. In *The Last Mile*, Dilip Soman shows how to use insights from behavioral science in order to close that gap. Beginning with an introduction to the last mile problem and the concept of choice architecture, the book takes a deep dive into the psychology of choice, money, and time. It explains how to construct behavioral experiments and understand the data on preferences that they provide. Finally, it provides a range of practical tools with which to overcome common last mile difficulties. *The Last Mile* helps lay readers not only to understand behavioral science, but to apply its lessons to their own organizations’ last mile problems, whether they work in business, government, or the nonprofit sector. Appealing to anyone who was fascinated by Dan Ariely’s *Predictably Irrational*, Richard Thaler and Cass Sunstein’s *Nudge*, or Daniel Kahneman’s *Thinking, Fast and Slow* but was not sure how those insights could be practically applied, *The Last Mile* is full of solid, concrete advice on how to put the lessons of behavioral science to work.

Winner of the 2016 Berry - AMA Book Prize for Best Book in Marketing from the American Marketing Association! Named Marketing Book of the Year for 2016 by Marketing & Sales Books! Reshape Consumer Behavior by Making Your Brand the Instinctive, Intuitive, Easy Choice • Discover powerful new ways to simplify and guide consumer decisions • Gain actionable insights into social influence, how people plan, and how they interpret the past • Leverage surprising advances in neuroscience, evolutionary biology, and the behavioral and social sciences Whatever your marketing or behavioral objective, you’ll be far more successful if you know how humans choose. Human intuitions and cognitive mechanisms have evolved over millions of years, but only now are marketers beginning to understand their impact on people’s decisions. *The Business of Choice* helps you apply new scientific insights to make your brand or target behavior the easiest, most instinctive choice. Matthew Willcox integrates the latest research advances with his own extensive enterprise marketing experience at FCB’s Institute of Decision Making. Willcox explains why we humans often seem so irrational, how marketers can leverage the same evolutionary factors that helped humans prosper as a species, how to make decisions simpler for your consumers, and how to make them feel good about their choices, so they keep coming back for more!

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