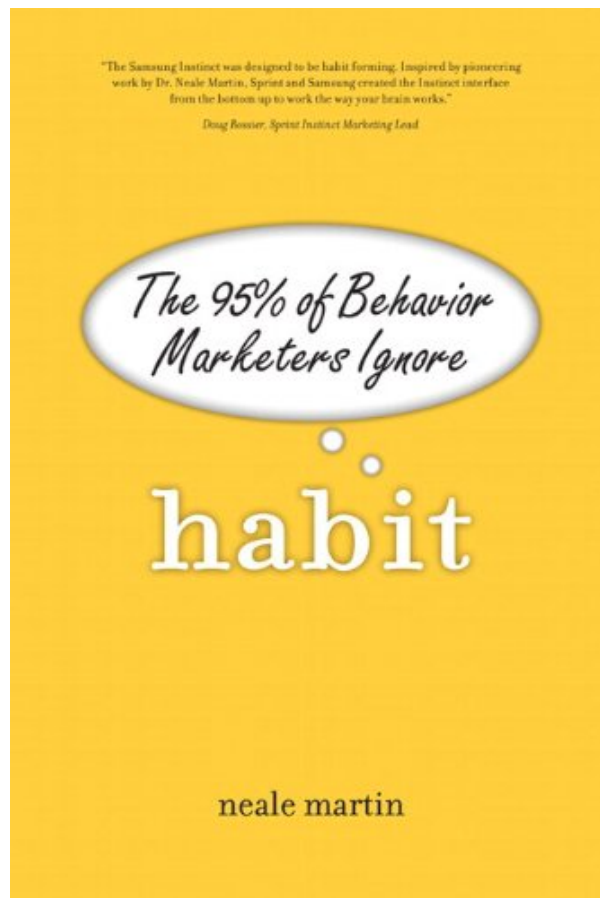


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*The 95% of Behavior
Marketers Ignore*

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1 of 1 people found the following review helpful.

I would prefer Power of Habit over this one

By Life long learner

I read Power of Habit (The Power of Habit: Why We Do What We Do in Life and Business) before this book. Power of habit gave really good insights. Before it, this book felt superficial and repetitive.

Examples in the Power of habit are well integrated into the framework (cue--> routine -->reward) argued by authors. The only thing different in this book is that maintain status-quo if you are a market leader, for you may risk customers evaluating your product vs competitors' offerings. Of course, this suggestion comes with a caveat. Do not maintain status-quo for long, for you may get outdated. Now to me this seems like a tautology with no discussion/suggestions on when to do what.

0 of 0 people found the following review helpful.

Insightful and easy to read

By K. Merritt

Insightful and easy to read. If you are a product designer or just want a better understanding of consumer behavior, I would recommend.

0 of 0 people found the following review helpful.

Five Stars

By Chris Shannon

This is a must read!

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