

Webs Of Influence The Psychology Of Online Persuasion 2nd Edition

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

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In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, Webs of Influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level - with dazzling results.

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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.

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Webs of influence is a book which looks at all sorts of different elements that make people take specific decisions online. And it translates those things in to actionable elements which you can use on your own website. The book, written by Nathalie Nahai, is several things at once: a guide, a how to and a book with insights into the minds of people.

Book Review: Webs of Influence | State of Digital

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