

2nd Edition

'Insanely useful. Apply the lessons herein and your storytelling, marketing, and design efforts will be forever improved.'

Rand Fishkin, Founder, Moz



WEBS OF INFLUENCE

**THE PSYCHOLOGY OF
ONLINE PERSUASION**

The secret strategies that make us click

NATHALIE NAHAI
THE WEB PSYCHOLOGIST

PRAISE FOR WEBS OF INFLUENCE

'At Unilever, we have worked with Nathalie for the past several years. She has enabled a step-change in our approach to communication through her amazing insight and expertise, which has allowed us to deliver stronger relationships with our consumers as well as secure stronger sales.'

Joe Comiskey

eCommerce Innovation, Unilever

'A fascinating dive into the psych-tech nexus, *Webs of Influence* combines in-depth research with practical guidance to expose the hidden techniques behind online design, marketing and sales. You may never look at the web in the same way again.'

Geoff White

Channel 4 News

'Nathalie offers unique insight and understanding to those of us grappling with the implication of an increasingly virtual existence - how we act in it and how we monetise experiences in it. This is critical reading for all of us making strides with our digital transformation.'

Joshua Macht

*Group Publisher and Executive Vice President,
Harvard Business Review*

'If you liked *Nudge* and work in digital marketing, this is the book you've been looking for.'

Stanislas Magniant

Online Comms Director, Western Europe, Coca-Cola

'*Webs of Influence* is the industry's definitive guide on the art and science of digital persuasion. Once again, Nathalie Nahai synthesises the latest neuroscience research, and teaches us how to inspire audiences to connect and engage online.'

Sarah DeRocher Moore

VP of Brand and Revenue Marketing, Spreadfast

'A terrific and mind-expanding foray in the drivers of online persuasion.'

Shane Parrish

founder, Farnamstreetblog.com

'My most recommended book on persuasive design by one of my very favourite experts. Nathalie Nahai's book is a gift to our industry. It's comprehensive, accessible and jam-packed with insights.'

Nir Eyal

author, Hooked: How to Build Habit-Forming Products

'Nathalie has a knack for making you look at the website you work on every day with a completely fresh pair of eyes. Her knowledge and enthusiasm seep through the

Webs of Influence

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