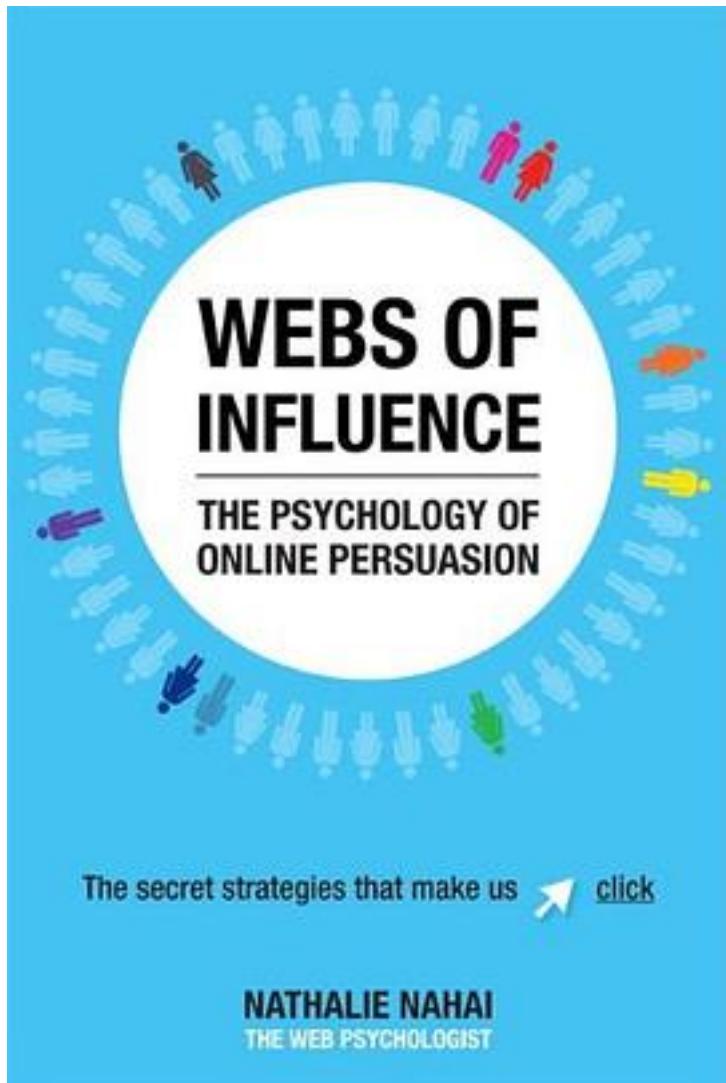


# Webs of Influence



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As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. 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.

作者介绍:

Nathalie Nahai is an award-winning speaker, lecturer and Web Psychologist, who consults with businesses to psychologically optimise their online engagement.

With a background in psychology and digital strategy, she is one of the few leading voices in this field to have both academic and hands-on experience in engineering online persuasion.

Also a member of #OgilvyChange, Nathalie has a large online readership and an established internet presence. You'll find her articles at [www.thewebpsychologist.com](http://www.thewebpsychologist.com), and her tweets @TheWebPsych

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从理论到实操，简单易懂，开头的cultural quirks部分挺有意思的

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