

The Choice Factory 25 Behavioural Biases That Influence What We Buy

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Behavioral Biases That Influence What We Buy | Richard Shotton | Talks at Google **The Choice Factory Summary** *ISBA Insights: The Choice Factory - applying behavioural science to advertising* **Richard Shotton on The Choice Factory Interview: The Choice Factory author Richard Shotton** **Behavioral Economics: Crash Course Economics #22** *The Choice Factory: Review for Entrepreneurs and Marketers* **Lecture 25: Tough Nuts - Education and Health Insurance** **Richard Shotton, Author of "The Choice Factory" - #MediaSnack MEETs (2018)** *Are we in control of our decisions?* **Dan Ariely** *What makes a good life? Lessons from the longest study on happiness* **Robert Waldinger** **1 - Introduction to Human Behavioral Biology** **The Paradox of Choice by Barry Schwartz - Animation** *An Introduction to Behavioral Economics/Pricing Behavioural Economics: A Very Short Introduction* **Michelle Baddeley** *Marketing Psychology: 5 Little Known Facts About Consumer Behavior in Advertising* **My Advertising Is so Efficient It No Longer Works** The psychology of digital marketing. **Rory Sutherland, Ogilvy** **Behavioral Economics, Ep 3: Why Do We Make Bad Choices? - Learn Liberty** *Predictably Irrational - basic human motivations*: **Dan Ariely at TEDxMidwest** **Behavioral Economics: The Next Generation Lecture 1: Introduction to Power and Politics in Today's World (Replay)** *Marketing Psychology: 5 Little Known Facts About Consumer Behavior in Advertising* **Monster Webinar - Applying Behavioural Science to Recruitment** **Behavioural Scientist Richard Shotton Talks Consumer Bias (Ep. 132)** **Rory Sutherland - Behavioural Economics, Humans and Advertising** **124: Richard Shotton on personality, context, and behavior**

Inspiring Minds with founder of Astroten, Richard Shotton **Behavioural science for marketers - EAST framework** **The Deadly Fashions Of The Victorians | Hidden Killers | Absolute History**

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.'

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 ...

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.

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 ...

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.

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.

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 greater effectiveness in marketing and advertising.

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 ...

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.

The Choice Factory | The Marketing Society

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

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. .

The Choice Factory: 25 behavioural biases that influence ...

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Amazon.co.uk:Customer reviews: The Choice Factory: 25 ...

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.

The Choice Factory by Richard Shotton | Waterstones

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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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.

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers, R&D managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'why' behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout

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.

HOW DOES MAGIC HAPPEN? The Ogilvy advertising legend—"one of the leading minds in the world of branding" (NPR)—explores the art and science of conjuring irresistible products and ideas. "Sutherland, the legendary Vice Chairman of Ogilvy, uses his decades of experience to dissect human spending behavior in an insanelly entertaining way. Alchemy combines scientific research with hilarious stories and case studies of campaigns for AmEx, Microsoft and the like. This is a must-read." —Entrepreneur ("Best Books of the Year") Why is Red Bull so popular, though everyone—everyone!—hates the taste? Humans are, in a word, irrational, basing decisions as much on subtle external signals (that little blue can) as on objective qualities (flavor, price, quality). The surrounding world, meanwhile, is irreducibly complex and random. This means future success can't be projected on any accounting spreadsheet. To strike gold, you must master the dark art and curious science of conjuring irresistible ideas: alchemy. Based on thirty years of field work inside the largest experiment in human behavior ever conceived—the forever-unfolding pageant of consumer capitalism—Alchemy, the revolutionary book by Ogilvy advertising legend Rory Sutherland, whose TED talks have been viewed nearly seven million times, decodes human behavior, blending leading-edge scientific research, absurdly entertaining storytelling, deep psychological insight, and practical case studies from his storied career working on campaigns for AmEx, Microsoft, and others. Heralded as "one of the leading minds in the world of branding" by NPR and "the don of modern advertising" by The Times, Sutherland is a unique thought leader, as comfortable exchanging ideas with Nobel Prize winners Daniel Kahneman and Richard Thaler (both interviewed in these pages) as he is crafting the next product launch. His unconventional and relentlessly curious approach has led him to discover that the most compelling secrets to human decision-making can be found in surprising places: What can honey bees teach us about creating a sustainable business? How could budget airlines show us how to market a healthcare system? Why is it better to be vaguely right than precisely wrong? What might soccer penalty kicks teach us about the dangers of risk-aversion? Better "branding," Sutherland reveals, can also be employed not just to sell products, but to promote a variety of social aims, like getting people to pay taxes, improving public health outcomes, or encouraging more women to pursue careers in tech. Equally startling and profound, Sutherland's journey through the strange world of decision making is filled with astonishing lessons for all aspects of life and business.

'A breakthrough book. Wonderfully applicable to everything in life, and funny as hell.' Nassim Nicholas Taleb 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? Discover the alchemy behind original thinking, as TED Talk superstar and Ogilvy advertising legend Rory Sutherland reveals why abandoning logic and casting aside rationality is the best way to solve any problem. 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. He shows how economists, businesses and governments have got it all wrong: we are not rational creatures who make logical decisions based on evidence. Instead, the big problems we face every day, whether as an individual or in society, could very well be solved by thinking less logically. To be brilliant, you have to be irrational.

"100 pick-up-and-use marketing strategy templates--get copying! Copy, Copy, Copy is a big, bright volume of templates designed to help marketers and managers more efficiently change human behaviour through social influence. Based on the argument that copying is human nature and innovation isn't always the best goal, this book offers one hundred actual pick-up-and-use marketing plan templates specific to various scenarios. It's like a recipe book for human behaviour. Each strategy is illustrated by an example in marketing or contemporary pop culture from around the world and across different platforms, demonstrating the successful application of the techniques described. Copying helps humans navigate the world. From user reviews and bestseller lists to baby names and fashion trends, human beings are a social species that rely on one another to make sense of the bewildering array of choices that confront us every day. Copy, Copy, Copy describes how marketers can take advantage of this tendency to steer consumer behaviour and desires toward a strategic goal. Learn how much consumers copy each other and how you can utilize that for effective marketing campaigns Using case studies and examples of successful campaigns--each relating to a different behaviour Ready-made templates for more efficient strategy and planning More than just a book of behavioural theory, this guide invites you to do what the title says--copy, copy, copy. Expertly designed templates eliminate the need to build a brand new strategy from the ground up, allowing the efficient creation of a deployment-ready campaign. For marketers and managers looking to stay in front of the herd, Copy, Copy, Copy is the highly practical guide for changing mass behaviour"--

How do you get people who work in pig abattoirs to wash their hands? How does painting the walls of a canteen pink make construction workers behave more safely? And how can baby faces spray painted onto shop shutters reduce anti-social behaviour? Ripple is about how small behaviour changes can have wide-reaching effects in the real world. By applying behavioural science in your working life, you can have positive ripple effects on the world around you. While nudging is now commonplace in politics, most of our daily interactions with companies, products, and services have not yet been transformed with behavioural science. Doing so is often a messy process but, armed with this book, you'll have the practical toolkit to get started. Through storytelling and practical tips, Ripple takes you on a journey across the globe which will leave you inspired to start applying behavioural science to improve the world around you. www.ripple-book.com

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.

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