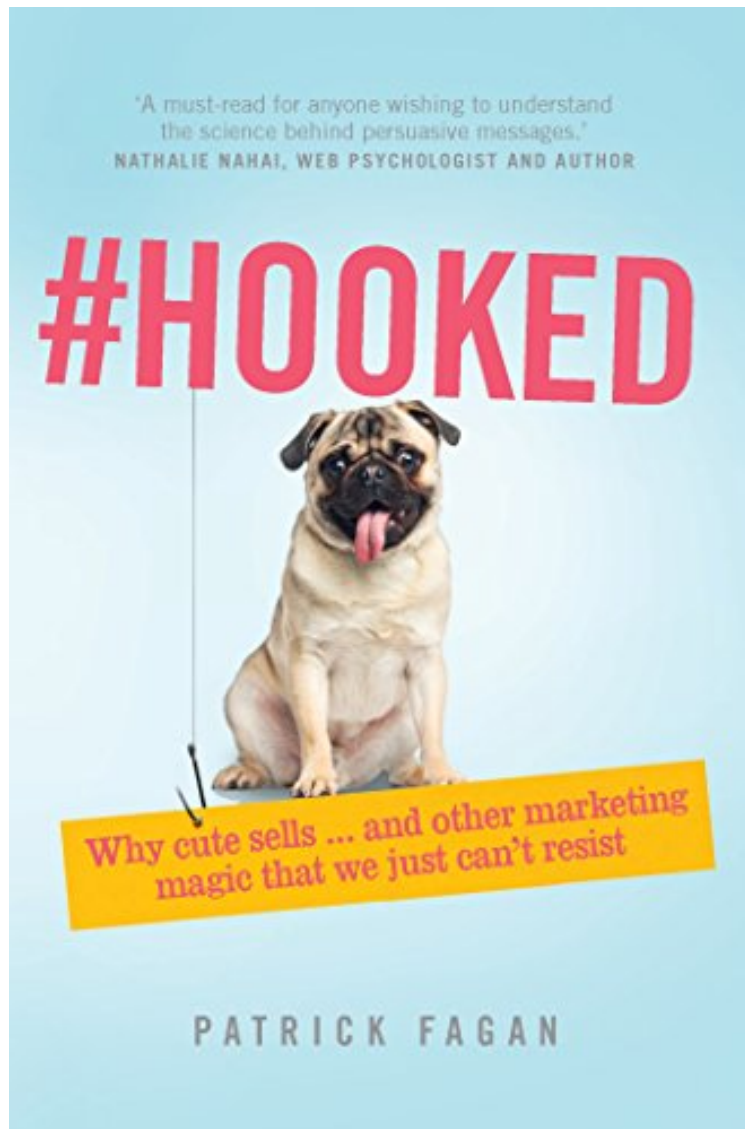


(Free) Hooked: Revealing the hidden tricks of memorable marketing

Hooked: Revealing the hidden tricks of memorable marketing

Patrick Fagan

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Patrick Fagan : Hooked: Revealing the hidden tricks of memorable marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hooked: Revealing the hidden tricks of memorable marketing:

In this insightful, engaging and entertaining book, you will learn the amazing secrets of effective communication gleaned in recent years from neuroscience and behavioural economics. You'll discover 8 simple rules that you can effectively, simply apply to your business and work so your messages are never ignored.

From the Back Cover
We're bombarded with hundreds of messages every day. But did you know that even our most trusted forms of communication are expertly designed to ensure that we notice, like and share it?
Packed full of fascinating psychology and cutting-edge research, Patrick Fagan exposes the top-secret science behind memorable marketing and reveals the hidden strategies that get us #hooked.
Learn what makes messages instantly engaging, uncover how the psychology works in practice and discover the powerful tools needed to make every message stick.
About the Author Patrick Fagan is an Associate Lecturer in Psychology of Marketing and Advertising and Consumer Behaviour at Goldsmiths University; and he works as a Senior Behavioural Insights Associate at world-leading behavioural science consultancy Mountainview Learning.