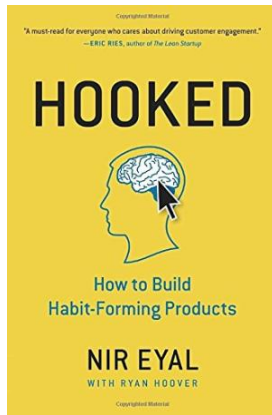


Download PDF

HOOKED: HOW TO BUILD HABIT-FORMING PRODUCTS (HARDBACK)



PORTFOLIO, United States, 2014. Hardback. Book Condition: New. 213 x 152 mm. Language: English . Brand New Book. How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model a four-step process embedded into the products of...

Download PDF Hooked: How to Build Habit-Forming Products (Hardback)

- Authored by Nir Eyal
- Released at 2014



Filesize: 5.82 MB

Reviews

Excellent eBook and valuable one. We have read and i am certain that i will going to go through once more yet again later on. You will like how the blogger publish this ebook.

-- **Moriah Jenkins**

This publication is very gripping and intriguing. It is among the most awesome book we have go through. You can expect to like how the author compose this book.

-- **Dr. Malika Bechtelar II**

This ebook might be worthy of a read, and superior to other. It usually does not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Arch Upton**
