

Online Library
Decoded The
Science Behind
Decoded The
Why We Buy
Science Behind
Why We Buy

Decoded The Science Behind Why We Buy

The debate
over
genetically
modified
organisms:
health and
safety

Online Library
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Science Behind
concerns,
Why We Buy
environmental
impact, and
scientific
opinions.
Since they
were
introduced to
the market in
the late
1990s, GMOs
(genetically

Online Library Decoded The Science Behind

modified
Why We Buy
organisms,
including
genetically
modified
crops), have
been subject
to a barrage
of criticism.
Agriculture
has welcomed
this new

Online Library
Decoded The
Science Behind

technology,

but public

opposition has

been loud and

scientific

opinion mixed.

In GMOs

Decoded,

Sheldon

Krimsky

examines the

controversies

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Science Behind
over
Why We Buy

GMOs—health
and safety
concerns,
environmental
issues, the
implications
for world
hunger, and
the scientific
consensus (or
lack of one).

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Why We Buy
He explores
the viewpoints
of a range of
GMO skeptics,
from public
advocacy
groups and non
governmental
organizations
to scientists
with differing
views on risk

Online Library
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Science Behind
and
Why We Buy
environmental
impact.

Krimsky
explains the
differences
between
traditional
plant breeding
and “molecular
breeding”
through

Online Library
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Science Behind

genetic
Why We Buy
engineering

(GE);

describes

early GMO

products,

including the

infamous Flavr

Savr tomato;

and discusses

herbicide-,

disease-, and

Online Library
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Science Behind
insect-
Why We Buy
resistant GE
plants. He
considers the
different
American and
European
approaches to
risk
assessment,
dueling
scientific int

Online Library
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Science Behind
Interpretations
Why We Buy
of plant

genetics, and
the

controversy
over labeling
GMO products.

He analyzes a
key 2016

report from
the National
Academies of

Online Library
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Science Behind

Sciences on
Why We Buy
GMO health
effects and
considers the
controversy
over
biofortified
rice (Golden
Rice)—which
some saw as a
humanitarian
project and

Online Library
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Science Behind
Why We Buy

others as an
exercise in
public
relations. Do
GMO crops hold
promise or
peril? By
offering an
accessible
review of the
risks and
benefits of

Online Library
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Science Behind
Why We Buy

GMO crops, and a guide to the controversies over them, Krinsky helps readers judge for themselves. Do you feel awkward at networking events? Do you

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wonder what

your date

really thinks

of you? Do you

wish you could

decode people?

You need to

learn the

science of

people. As a

human behavior

hacker,

Online Library
Decoded The
Science Behind
Vanessa Van
Why We Buy
Edwards

created a
research lab
to study the
hidden forces
that drive us.
And she's
cracked the
code. In
Captive, she
shares

Online Library
Decoded The
Science Behind
shortcuts,
Why We Buy
systems, and
secrets for
taking charge
of your
interactions
at work, at
home, and in
any social
situation.
These aren't
the people

Online Library
Decoded The
Science Behind

skills you
Why We Buy
learned in
school. This
is the first
comprehensive,
science
backed, real
life manual on
how to
captivate
anyone—and a
completely new

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approach to
building

connections.

Just like

knowing the

formulas to

use in a

chemistry lab,

or the right

programming

language to

build an app,

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Captivate
Why We Buy
provides

simple ways to
solve people
problems.

You'll learn,
for example... .

How to work a
room: Every
party,

networking
event, and

Online Library Decoded The Science Behind

social

Why We Buy

situation has
a predictable
map. Discover
the sweet spot
for making the
most
connections. .
How to read
faces: It's
easier than
you think to

Online Library
Decoded The
Science Behind

speed-read

Why We Buy

facial

expressions

and use them

to predict

people's

emotions. .

How to talk to

anyone: Every

conversation

can be

memorable—once

Online Library Decoded The Science Behind Why We Buy

you learn how
certain words
generate the
pleasure
hormone
dopamine in
listeners.

When you
understand the
laws of human
behavior, your
influence,

Online Library
Decoded The
Science Behind
Why We Buy

impact, and
income will
increase
significantly.
What's more,
you will
improve your
interpersonal
intelligence,
make a killer
first
impression,

Online Library Decoded The Science Behind

and build
rapport

quickly and
authentically
in any situati
on—negotiation
s, interviews,
parties, and
pitches.

You'll never
interact the
same way

Online Library
Decoded The
Science Behind
again.

Why We Buy
Decoding

Branding

explains the

evolution of

branding and

how the

disrupting

factors like

digital

revolution,

technological

Online Library Decoded The Science Behind

advancement,
Why We Buy
changing

consumer

behavior, and

the COVID-19

pandemic have

reshaped the

marketing

landscape.

Fundamental

principles of

fostering

Online Library
Decoded The
Science Behind
Why We Buy

strong brands
are distilled
with
illustrations
of case
studies from
various
industries. A
structured and
holistic
framework to
building and

Online Library Decoded The Science Behind

revamping
Why We Buy
brands is

clearly
presented for
corporations
to remain
competitive in
this
constantly
changing
operating
environment.

Online Library
Decoded The
Science Behind
Interviews
Why We Buy
with branding
experts and
corporate
leaders are
featured at
the end of
each chapter
to allow
readers to
obtain a
complete

Online Library
Decoded The
Science Behind
appreciation
Why We Buy
of brand

development
from different
perspectives.
The surprising
and compelling
story of two
rival geniuses
in an all-out
race to decode
one of the

Online Library
Decoded The
Science Behind
world's most
Why We Buy
famous

documents—the
Rosetta
Stone—and
their twenty-
year-long
battle to
solve the
mystery of
ancient
Egypt's

Online Library
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Science Behind
hieroglyphs.
Why We Buy

The Rosetta Stone is one of the most famous objects in the world, attracting millions of visitors to the British museum ever year, and yet

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most people
Why We Buy
don't really
know what it
is. Discovered
in a pile of
rubble in
1799, this
slab of stone
proved to be
the key to
unlocking a
lost language

Online Library
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Science Behind
Why We Buy

that baffled
scholars for
centuries.

Carved in
ancient Egypt,
the Rosetta
Stone carried
the same
message in
different
languages—in
Greek using

Online Library
Decoded The
Science Behind

Greek letters,
Why We Buy
and in

Egyptian using
picture-
writing called
hieroglyphs.

Until its
discovery, no
one in the
world knew how
to read the
hieroglyphs

Online Library
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Science Behind
Why We Buy

that covered
every temple
and text and
statue in
Egypt.

Dominating the
world for
thirty
centuries,
ancient Egypt
was the
mightiest

Online Library
Decoded The
Science Behind

empire the
world had ever
known, yet
everything
about it—the
pyramids,
mummies, the
Sphinx—was
shrouded in
mystery.

Whoever was
able to

Online Library
Decoded The
Science Behind
decipher the
Rosetta Stone,
and learn how
to read
hieroglyphs,
would solve
that mystery
and fling open
a door that
had been
locked for two
thousand

Online Library
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Science Behind

years. Two
brilliant

rivals set out
to win that
prize. One was
English, the
other French,
at a time when
England and
France were
enemies and
the world's

Online Library
Decoded The
Science Behind

two great
Why We Buy
superpowers.

The Writing of
the Gods
chronicles
this high-
stakes
intellectual
race in which
the winner
would win
glory for both

Online Library
Decoded The
Science Behind
himself and
Why We Buy

his nation. A
riveting
portrait of
empires both
ancient and
modern, this
is an
unparalleled
look at the
culture and
history of

Online Library
Decoded The
Science Behind
ancient Egypt
Why We Buy
and a

fascinating,
fast-paced
story of human
folly and
discovery
unlike any
other.

66 Ways
Experts Think
The Science of

Online Library
Decoded The
Science Behind
Why We Buy

Why

Bewilderment :

A Novel

A Skeptic's

View of

Genetically

Modified Foods

Decoding Boys

Decoding

Reality

Change for

Good

Online Library Decoded The Science Behind Why We Buy

A fresh and fascinating look at the philosophies, politics, and intellectual legacy of one of the twentieth century's most influential and controversial minds. Occupying a pivotal position in postwar thought, Noam Chomsky is both the founder of modern linguistics and the

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Science Behind
Why We Buy

world's most prominent political dissident. Chris Knight adopts an anthropologist's perspective on the twin output of this intellectual giant, acclaimed as much for his denunciations of US foreign policy as for his theories about language and mind. Knight explores

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the social and institutional context of Chomsky's thinking, showing how the tension between military funding and his role as linchpin of the political left pressured him to establish a disconnect between science on the one hand and politics on the other, deepening a split

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Science Behind
Why We Buy

between mind and
body characteristic of
Western philosophy
since the
Enlightenment.

Provocative, fearless,
and engaging, this
remarkable study
explains the enigma
of one of the greatest
intellectuals of our
time.

A team of top
researchers,

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Science Behind
Why We Buy

scientists and veterinarians offer this definitive guide the canine behavior, explaining the most effective training methods and offering advice on socialization, housetraining, diet and exercise and how to resolve a variety of behavioral problems. 20,000 first printing.

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Science Behind

Decoding the
Irrational Consumer
was written to help
marketing
practitioners
demystify
neuromarketing, a
relatively new field of
marketing research
used to understand
consumer response to
marketing stimuli.
This book presents in
plain terms the key

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theoretical tools required to implement neuromarketing studies and achieve desired research outcomes. Marketers and researchers will learn how to effectively and confidently brief data processors, and confer with neuroscientists and technicians. They will

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gain keen understanding of recent developments in behavioural science and data-processing technology, as well as sophisticated neuromarketing tools used to understand subconscious responses including behavioural economics, eye-tracking, implicit

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Why We Buy
response measures,
and facial coding. The
author discusses
when to apply these
techniques and
others, how to
combine them
effectively and how to
correctly interpret
resulting data to
generate valuable
insights that aid in
decision making.

About the series: The

Online Library

Decoded The

Science Behind

Why We Buy

Marketing Science series makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and

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Science Behind
Why We Buy

techniques and in
commissioning
external research.
A hilarious, heartfelt
rom-com about the
unexpected
consequences of one
teen's quest to help
her friends find love,
perfect for fans of
Jenny Han and Jane
Austen. High school
junior Gigi Wong
strives to be the best.

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After all, that's what everyone expects of her—her parents, friends, and even potential colleges. Thankfully, her best friend, Kyle, is always there to listen with a smile and a delicious bowl of ramen. Still, with her future—and her dreams—on the line, how is she to stand out when her

Online Library Decoded The Science Behind Why We Buy

classmates seem so perfect too? Her answer comes in the form of an app writing contest. If Gigi can secure the nomination to represent her school, she has a chance at a prestigious tech internship. That's sure to get her applications noticed . . . All she needs is a

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Decoded The
Science Behind
Why We Buy

winning entry. When transfer student and new friend Etta confides that she's struggling to fit in, it gives Gigi an idea. What if she takes what she's learned from shadowing her aunt Rose, a professional matchmaker, to create a fun friend-making app? Perfect!

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Why We Buy

When Gigi's app goes viral at school, she's the center of attention--and a major scandal. She never meant to hurt anyone, let alone Etta and Kyle. Can she save all she worked so hard for and the relationships that mean so much to her?

Captivate

Page 58/250

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Science Behind

Why We Buy

The Ultimate Experts
Explain Common Dog
Behaviors and Reveal
How to Prevent Or
Change Unwanted
Ones

Decoding the
Universe

Decoding the
Workplace: 50 Keys
to Understanding
People in
Organizations

How to Commission,

Online Library
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Science Behind
Run and Generate
Why We Buy
Insights from
Neuromarketing
Research
Data Science and the
Unintended
Consequences of
Communication
A Complete Guide to
Building and
Revamping Brands in
the Age of Disruption
The story of a major
scientific discovery,

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Science Behind

solving one of the
greatest puzzles on
Earth. Connects
geoscience and
astronomy with
ancient archaeology
to uncover an
astronomical code
used for over
40,000 years.
Explains the
meaning of some of
the greatest ancient

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Science Behind
artworks.

Why We Buy

The triumphant
memoir of the man
behind one of the
greatest feats in
scientific history Of
all the scientific
achievements of the
past century,
perhaps none can
match the
deciphering of the
human genetic

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code, both for its technical brilliance and for its implications for our future. In *A Life Decoded*, J. Craig Venter traces his rise from an uninspired student to one of the most fascinating and controversial figures in science today.

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Science Behind

Here, Venter relates the unparalleled drama of the quest to decode the human genome? a goal he predicted he could achieve years earlier and more cheaply than the government-sponsored Human Genome Project, and one that he

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Decoded The

Science Behind

Why We Buy

fulfilled in 2001. A thrilling story of detection, *A Life Decoded* is also a revealing, and often troubling, look at how science is practiced today. In this radically conservative book, the authors advocate a back-to-basics approach to

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Science Behind
Why We Buy

marketing that replaces the relentless quest for differentiation with a relentless focus on these types of basic customer needs The authors ' research shows that most companies have been ignoring the basics for too long. At the heart of the

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Science Behind

Why We Buy

authors' approach is a view of why customers buy what they do. Barwise and Meehan argue that marketers must understand what customers want from the entire product or service category. So rather than focus on new luxury attributes for

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Science Behind
a specific car
Why We Buy

—marketers need to understand what basic needs customers have for automobiles in general (ie: safety, handling, etc). Once they figure that out—they need to deliver on those basic needs better than everyone else.

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Science Behind

An all-inclusive
guide to key
concepts and details
about Dan Brown ' s
novel

Inferno—featuring
black-and-white
illustrations. Go
deep into the
provocative and
always compelling
world of Dan
Brown ' s novel,

Online Library
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Science Behind
Why We Buy
Inferno. Delivering
crucial background
on the characters,
codes, symbols,
secrets, and setting
of the novel, Inferno
Decoded also offers
a wealth of
fascinating details
about the historical
and cultural
background and the
questions it raises.

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Science Behind
Why We Buy

As in Michael Haag's previous bestseller, *The Rough Guide to The Da Vinci Code*, the author illuminates the life and work of Dante Alighieri and the world of medieval Florence. Also included: an overview of Dante and his work, along

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Decoded The
Science Behind
Why We Buy

with the other themes of Brown 's thriller; a guide to its sources and Tuscan locations; and a look back at the earlier career of Brown 's hero, Harvard Professor of Symbology, Robert Langdon.

Alzheimer's Disease
Decoded

Online Library
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Science Behind
The Universe as
Quantum
Information
Decoding Branding
A Roadmap for the
Questioner
Mapping Social
Behavior
Simply Better
Decoding Human
Motivation and
Transforming
Marketing Strategy

Online Library
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An engaging,
illustrated
collection of
insights revealing
the practices and
principles that
expert software
designers use to
create great
software. What
makes an expert
software designer?

Online Library
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Science Behind
Why We Buy

It is more than
experience or
innate ability.

Expert software
designers have
specific habits,
learned practices,
and observed
principles that they
apply deliberately
during their design
work. This book

Online Library
Decoded The
Science Behind
Why We Buy

offers sixty-six insights, distilled from years of studying experts at work, that capture what successful software designers actually do to create great software. The book presents these insights in a series

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Science Behind
Why We Buy

of two-page
illustrated spreads,
with the principle
and a short
explanatory text on
one page, and a
drawing on the
facing page. For
example, “Experts
generate
alternatives” is
illustrated by the

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Why We Buy

same few balloons turned into a set of very different balloon animals.

The text is engaging and accessible; the drawings are thought-provoking and often playful. Organized into such categories as

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Why We Buy

“Experts reflect,”

“Experts are not
afraid,” and

“Experts break the
rules,” the insights
range from

“Experts prefer
simple solutions” to

“Experts see error
as opportunity.”

Readers learn that

“Experts involve

Online Library
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Science Behind
Why We Buy

the user”; “Experts take inspiration from wherever they can”; “Experts design throughout the creation of software”; and “Experts draw the problem as much as they draw the solution.” One habit for an aspiring

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Why We Buy

expert software designer to develop would be to read and reread this entertaining but essential little book. The insights described offer a guide for the novice or a reference for the veteran—in software design or

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any design
profession. A
companion web
site provides an
annotated
bibliography that
compiles key
underpinning
literature, the
opportunity to
suggest additional
insights, and more.

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Why We Buy

This highly readable career development book reveals dynamic aspects of the workplace that are hidden to many, ignored by others—factors that can make or break careers. • Provides easy-to-

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read information
that allows readers
to better
understand the
workplace around
them, the behavior
of others, and even
themselves •

Discusses 50 keys
for unlocking the
workplace and
illustrates key

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concepts through
dozens of stories
and practical
examples •

Presents insights
grounded in what
management
scholars know
about human
behavior,
management, and
the workplace •

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Why We Buy

Offers proven
advice that can
help readers be
more effective,
regardless of what
stage they are in
their careers

The author of *Zero*
explains the
scientific revolution
that is transforming
the way we

Online Library
Decoded The
Science Behind
understand our
Why We Buy
world Previously
the domain of
philosophers and
linguists,
information theory
has now moved
beyond the
province of code
breakers to
become the crucial
science of our time.

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Why We Buy

In Decoding the Universe, Charles Seife draws on his gift for making cutting-edge science accessible to explain how this new tool is deciphering everything from the purpose of our DNA to the parallel

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universes of our
Byzantine cosmos.
The result is an
exhilarating
adventure that
deftly combines
cryptology,
physics, biology,
and mathematics
to cast light on the
new understanding
of the laws that

Online Library
Decoded The
Science Behind
Why We Buy
govern life and the
universe.

In Decoding the
Stars, Ileana
Chinnici offers an
account of the life
of the Jesuit
scientist Angelo
Secchi
(1818-1878) and
his important
contributions to the

Online Library
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Why We Buy

development of
many sciences,
paying special
attention to his
studies in early
astrophysics.

A Marketing Guide
to the Kindle Store
Decoding the
Stars: A Biography
of Angelo Secchi,
Jesuit and Scientist

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Science Behind
Why We Buy
How the New
Science of
Information Is
Explaining
Everything in the
Cosmos, from Our
Brains to Black
Holes
25 behavioural
biases that
influence what we
buy

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Science Behind

Love, Decoded

Using Behavioural

Economics for a

Better World

Girl Decoded

Before you can

influence

decisions, you

need to understand

what drives them.

In The Choice

Factory, Richard

Shotton sets out to

Online Library

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Why We Buy

help you learn. By observing a typical day of decision-making, from trivial food choices to significant workplace moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing

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*potential of
knowing what
makes us tick,
Shotton has drawn
on evidence from
academia, real-life
ad campaigns and
his own original
research. The
Choice Factory is
written in an
entertaining and
highly-accessible
format, with 25*

Online Library
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*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*

Online Library
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*in advertising,
including Rory
Sutherland, Lucy
Jameson and Mark
Earls. From
priming to the
pratfall effect,
charm pricing to
the curse of
knowledge, the
science of
behavioural
economics has
never been easier*

Online Library
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Science Behind

*to apply to
marketing. The
Choice Factory is
the new
advertising
essential.*

*Decoded is a book
like no other: a
collection of lyrics
and their meanings
that together tell
the story of a
culture, an art
form, a moment in*

Online Library
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Science Behind
history, and one of
the most
provocative and
successful artists
of our time. Praise
for Decoded
“Compelling . . .
provocative,
evocative . . . Part
autobiography,
part lavishly
illustrated
commentary on the
author’s own work,

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Why We Buy

Decoded gives the reader a harrowing portrait of the rough worlds Jay-Z navigated in his youth, while at the same time deconstructing his lyrics.”—Michiko Kakutani, The New York Times “One of a handful of books that just about any hip hop fan should

Online Library

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Science Behind

own.”—*The New
Yorker* “Elegantly

*designed,
incisively written .*

*. . . an impressive
leap by a man who
has never been
known for small*

*steps.”—Los
Angeles Times “A
riveting*

*exploration of Jay-
Z’s journey . . . So
thoroughly*

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Why We Buy

engrossing, it reads like a good piece of cultural journalism.”—The Boston Globe
“Shawn Carter’s most honest airing of the experiences he drew on to create the mythic figure of Jay-Z . . . The scenes he recounts along the way are fascinatin

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g.—Entertainment
Weekly “Hip-hop’s
renaissance man
drops a classic. . . .
Heartfelt,
passionate and
slick.—Kirkus
Reviews (starred
review)
For a physicist, all
the world is
information. The
Universe and its
workings are the

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ebb and flow of information. We are all transient patterns of information, passing on the recipe for our basic forms to future generations using a four-letter digital code called DNA. In this engaging and mind-stretching account,

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Vlatko Vedral considers some of the deepest questions about the Universe and considers the implications of interpreting it in terms of information. He explains the nature of information, the idea of entropy, and the roots of

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*this thinking in
thermodynamics.*

*He describes the
bizarre effects of
quantum behaviour*

*— effects such as
'entanglement',*

*which Einstein
called 'spooky
action at a*

*distance', and
explores cutting
edge work on*

harnessing

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quantum effects in hyperfast quantum computers, and how recent evidence suggests that the weirdness of the quantum world, once thought limited to the tiniest scales, may reach into the macro world.

Vedral finishes by considering the

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answer to the ultimate question: where did all of the information in the Universe come from? The answers he considers are exhilarating, drawing upon the work of distinguished physicist John Wheeler. The ideas challenge our

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Science Behind

*concept of the
nature of particles,
of time, of
determinism, and
of reality itself.*

*This edition
includes a new
foreword from the
author, reflecting
on changes in the
world of quantum
information since
first publication.*

Oxford Landmark

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Why We Buy

Science books are 'must-read' classics of modern science writing which have crystallized big ideas, and shaped the way we think.

Covering more than 100 universal gardening "dos and don'ts,"

Decoding

Gardening Advice

is the first book to

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Why We Buy
*provide gardeners
with the real
answers. Jeff
Gillman, the
bestselling author
of The Truth About
Garden Remedies,
and Meleah
Maynard back up
every good
recommendation
with sound
horticultural and
botanical science.*

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Gardening Advice
is the first and only
hard-hitting,
evidence-based
book that every
gardener needs for
definitive advice on
everything from
bulbs, annuals, and
perennials to
edibles, trees, and
soil care.

Building,

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*Managing and
Strategising for
Corporate
Excellence
Prehistory
Decoded
A Scientist's Quest
to Reclaim Our
Humanity by
Bringing Emotional
Intelligence to
Technology
The Genomic Fight
for Social Justice*

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The History,
Present, and

Future of
Alzheimer's
Disease and
Dementia

How
Breakthroughs in
Science Offer
Hope for Eating
Disorders

I'll Have What
She's Having

Want to sell more books

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Why We Buy

on the world's biggest
retailer? Fancy

Amazon doing the
selling for you instead?

Amazon Decoded: A

Marketing Guide to the

Kindle Store will show

you how. * Learn about

Visibility Marketing

and how understanding

Amazon's philosophy

can boost your sales. *

Discover the algorithms

that really go into Sales

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Rank and dispel some remarkably common myths. * Decode the ways Amazon

recommends millions of books to readers every single day. *

Understand the critical differences between the Best Seller list and the Popularity list. *

Implement proven marketing plans, optimized for maximum

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Amazon visibility.

Whether you are exclusive to Amazon and chasing those page reads, or a wide author trying to survive the onslaught of Kindle Unlimited titles, Amazon Decoded will share the secrets of the Kindle Store and how you can sell more books.

In 2000, with the

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Why We Buy

success of the Human Genome Project, scientists declared the death of race in biology and medicine. But within five years, many of these same scientists had reversed course and embarked upon a new hunt for the biological meaning of race. Drawing on personal interviews and life stories, Race

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Decoded takes us into the world of elite genome scientists—including Francis Collins, director of the NIH; Craig Venter, the first person to create a synthetic genome; and Spencer Wells, National Geographic Society explorer-in-residence, among others—to show how

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and why they are formulating new ways of thinking about race. In this original exploration, Catherine Bliss reveals a paradigm shift, both at the level of science and society, from colorblindness to racial consciousness. Scientists have been fighting older understandings of race

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in biology while simultaneously promoting a new grand-scale program of minority inclusion. In selecting research topics or considering research design, scientists routinely draw upon personal experience of race to push the public to think about race as a biosocial entity, and

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even those of the most privileged racial and social backgrounds incorporate identity politics in the scientific process. Though individual scientists may view their positions differently—whether as a black civil rights activist or a white bench scientist—all stakeholders in the scientific debates are

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drawing on memories of racial discrimination to fashion a science-based activism to fight for social justice.

"What is my son doing behind his constantly closed door? What's with his curt responses, impulsiveness, newfound obsession with gaming, and...that funky smell? As pediatrician and

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mother of two teenagers

Cara Natterson

explains, puberty starts in boys long before any visible signs appear, which causes confusion about their changing temperaments for boys and their parents alike.

Often, they also grow quieter as they grow taller, which leads to less parent-child communication. But, as

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Why We Buy

Natterson warns, we respect their increasing "need" for privacy and alone time at their peril. Explaining how modern culture mixes badly with male adolescent biology, she offers science, strategies, scripts, and tips for getting it right"--

How data science and the analysis of networks

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Why We Buy

help us solve the puzzle of unintended

consequences. Social life is full of paradoxes.

Our intentional actions often trigger outcomes that we did not intend or even envision. How

do we explain those unintended effects and

what can we do to regulate them? In

Decoding the Social

World, Sandra

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Why We Buy

González-Bailón

explains how data science and digital traces help us solve the puzzle of unintended consequences—offering the solution to a social paradox that has intrigued thinkers for centuries.

Communication has always been the force that makes a collection of people more than the

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Why We Buy

sum of individuals, but only now can we explain why: digital technologies have made it possible to parse the information we generate by being social in new, imaginative ways. And yet we must look at that data, González-Bailón argues, through the lens of theories that capture the nature of

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social life. The technologies we use, in the end, are also a manifestation of the social world we inhabit. González-Bailón discusses how the unpredictability of social life relates to communication networks, social influence, and the unintended effects that derive from individual

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decisions. She describes how communication generates social dynamics in aggregate (leading to episodes of “collective effervescence”) and discusses the mechanisms that underlie large-scale diffusion, when information and behavior spread “like wildfire.” She applies

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Why We Buy

the theory of networks to illuminate why collective outcomes can differ drastically even when they arise from the same individual actions. By opening the black box of unintended effects, González-Bailón identifies strategies for social intervention and discusses the policy implications—and how

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data science and
evidence-based
research embolden
critical thinking in a
world that is constantly
changing.

The Science Behind

Why We Buy

Decoding Chomsky

My Genome: My Life

Software Design

Decoded

Decoding Anorexia

Decoding Gardening

Online Library
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Science Behind
Advice

The Writing of the
Gods

AN OPRAH'S BOOK
CLUB SELECTION An
Instant New York Times
Bestseller A New York
Times Notable Book of
2021 Shortlisted for the
2021 Booker Prize and
Longlisted for the 2021
National Book Award
for Fiction A Best
Book/Best Novel of

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2021 at NPR,
Newsweek, The Boston
Globe, Audible,
Goodreads, Christian
Science Monitor,
Library Journal, Garden
& Gun Magazine, and
many more A
heartrending new novel
from the Pulitzer
Prize-winning and #1
New York Times best-
selling author of The
Overstory. The

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Why We Buy

astrobiologist Theo Byrne searches for life throughout the cosmos while single-handedly raising his unusual nine-year-old, Robin, following the death of his wife. Robin is a warm, kind boy who spends hours painting elaborate pictures of endangered animals. He's also about to be expelled from third

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Science Behind

Why We Buy

grade for smashing his friend in the face. As his son grows more troubled, Theo hopes to keep him off psychoactive drugs. He learns of an experimental neurofeedback treatment to bolster Robin's emotional control, one that involves training the boy on the recorded patterns of his mother's

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Science Behind
Why We Buy

brain. With its soaring descriptions of the natural world, its tantalizing vision of life beyond, and its account of a father and son's ferocious love, *Bewilderment* marks Richard Powers's most intimate and moving novel. At its heart lies the question: How can we tell our children the truth about this

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Science Behind
Why We Buy

beautiful, imperiled
planet?

Biostatistics Decoded
covered a large number
of statistical methods
that are mainly applied
to clinical and
epidemiological
research, as well as a
comprehensive
discussion of study
designs for
observational research
and clinical trials, two

Online Library Decoded The Science Behind Why We Buy

important concerns for the clinical researcher.

In this second edition, new material is included covering statistical methods and study designs that are used to analyse research.

Following the same methodology used in the first edition, the chapters are presented in two levels of detail, one for the reader who

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Science Behind
Why We Buy

wishes only to understand the rationale behind each statistical method, and one for the reader who wishes to understand the computations Key features include:

Extensive coverage of the design and analysis of experiments for basic science research

Experimental designs are presented together

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with the statistical methods The rationale of all forms of ANOVA is explained with simple mathematics A comprehensive presentation of statistical tests for multiple comparisons Calculations for all statistical methods are illustrated with examples and explained step-by-step. This book

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presents biostatistical concepts and methods in a way that is accessible to anyone, regardless of his or her knowledge of mathematics. The topics selected for this book cover will meet the needs of clinical professionals to readers in basic science research.

How we learn from those around us: an

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essential guide to understanding how people behave. Humans are, first and foremost, social creatures. And this, according to the authors of *I'll Have What She's Having*, shapes—and explains—most of our choices. We're not just blindly driven by hard-wired instincts to hunt or gather or reproduce;

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our decisions are based
on more than "nudges"

exploiting individual
cognitive quirks. I'll

Have What She's

Having shows us how
we use the brains of

others to think for us
and as storage space for
knowledge about the

world. The story zooms
out from the individual
to small groups to the
complexities of

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Science Behind
Why We Buy

populations. It describes, among other things, how buzzwords propagate and how ideas spread; how the swine flu scare became an epidemic; and how focused social learning by a few gets amplified as copying by the masses. It describes how ideas, behavior, and culture spread through the simple means of

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Science Behind

Why We Buy

doing what others do. It is notoriously difficult to change behavior. For every "Yes We Can" political slogan, there are thousands of "Just Say No" buttons. I'll Have What She's

Having offers a practical map to help us navigate the complex world of social behavior, an essential guide for anyone who wants to

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Science Behind
Why We Buy

understand how people
behave and how to
begin to change things.
A groundbreaking
exploration of
purchasing behaviour
and its essential role in
smarter marketing
practices to benefit your
organization If you
understand why people
buy, you are already one
step ahead in reaching
out to them effectively

Online Library
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Science Behind
Why We Buy

with your products and services. Decoded: The Science Behind Why We Buy offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours.

Online Library Decoded The Science Behind Why We Buy

Decoded delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this book for behavioural knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge

Online Library Decoded The Science Behind Why We Buy

about behaviours for more effective brand management, from strategy to implementation to new product development. You'll also gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make

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Science Behind
Why We Buy

their choices. This updated edition of Decoded provides new material that marketers can apply to informed, successful practices. Gain an understanding of the Jobs to Be Done (JTBD) approach Take a closer look at the Ferrero neuroscience study that supports JTBD See updated and relevant case studies of

Online Library
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Why We Buy

JTBD at work Discover how to engage customers through digital touchpoints If you're a marketing practitioner, an understanding of decision science will enhance your day-to-day work. Decoded helps you see how science and marketing come together. Immerse yourself in the science

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Science Behind
Why We Buy
of why people buy and
gain a stronger base of
knowledge as you
develop strategies,
implement marketing
plans, and meet
customer needs through
innovation.

The Choice Factory
Decoding Your Dog
Biostatistics Decoded
Corporate Reputation
Decoded
The Decoded Company

Online Library
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Science Behind
Why We Buy
Decoding the Irrational
Consumer

Winning and Keeping
Customers by
Delivering what Matters
Most

In a
captivating
memoir, an
Egyptian
American
visionary and
scientist

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Why We Buy
provides an
intimate view
of her
personal
transformation
as she follows
her calling—to
humanize our
technology and
how we connect
with one
another.

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Science Behind

LONGLISTED FOR
THE PORCHLIGHT

BUSINESS BOOK

AWARD • “A

vivid coming-

of-age story

and a call to

each of us to

be more

mindful and

compassionate

when we

Online Library
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Science Behind
interact online.
Why We Buy
e.”—Arianna

Huffington

NAMED ONE OF
THE BEST BOOKS
OF THE YEAR BY
PARADE Rana el
Kaliouby is a
rarity in both
the tech world
and her native
Middle East: a

Online Library
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Science Behind

Muslim woman
Why We Buy
in charge in a
field that is
still
overwhelmingly
white and
male. Growing
up in Egypt
and Kuwait, el
Kaliouby was
raised by a
strict father

Online Library
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Science Behind

who valued
Why We Buy
tradition—yet
also had high
expectations
for his
daughters—and
a mother who
was one of the
first female
computer
programmers in
the Middle

Online Library
Decoded The
Science Behind
East. Even
Why We Buy
before el

Kaliouby broke
ground as a
scientist, she
broke the
rules of what
it meant to be
an obedient
daughter and,
later, an
obedient wife

Online Library
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Science Behind
Why We Buy

to pursue her
own daring
dream. After
earning her
PhD at
Cambridge, el
Kaliouby, now
the divorced
mother of two,
moved to
America to
pursue her

Online Library
Decoded The
Science Behind

mission to
Why We Buy
humanize

technology
before it
dehumanizes
us. The
majority of
our
communication
is conveyed
through
nonverbal

Online Library Decoded The Science Behind Why We Buy

cues: facial expressions, tone of voice, body language. But that communication is lost when we interact with others through our smartphones and devices.

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Science Behind

Why We Buy
The result is
an emotion-
blind digital
universe that
impairs the
very
intelligence
and capabilities—including
empathy—that
distinguish
human beings

Online Library
Decoded The
Science Behind

from our
Why We Buy
machines. To

combat our

fundamental

loss of

emotional

intelligence

online, she

cofounded

Afectiva, the

pioneer in the

new field of

Online Library
Decoded The
Science Behind
Emotion AI,
Why We Buy

allowing our
technology to
understand
humans the way
we understand
one another.
Girl Decoded
chronicles el
Kaliouby's
journey from
being a "nice

Online Library
Decoded The
Science Behind
Egyptian girl”
Why We Buy
to becoming a
woman, carving
her own path
as she
revolutionizes
technology.
But decoding h
erself-learnin
g to express
and act on her
own

Online Library
Decoded The
Science Behind
emotions—would
Why We Buy
prove to be
the biggest
challenge of
all.

Decoded tells
the story of
Rong Jinzhwen,
one of the
great code-
breakers in
the world. A

Online Library
Decoded The
Science Behind
semi-autistic
Why We Buy
mathematical

genius,
Jinzhen is
recruited to
the
cryptography
department of
China's secret
services, Unit
701, where he
is assigned

Online Library
Decoded The
Science Behind
Why We Buy

the task of
breaking the
elusive 'Code
Purple'.

Jinzhen rises
through the
ranks to
eventually
become China's
greatest and
most
celebrated

Online Library
Decoded The
Science Behind
code-breaker;
Why We Buy
until he makes
a mistake.

Then begins
his descent
through the
unfathomable
darkness of
the world of
cryptology
into madness.
Decoded was an

Online Library
Decoded The
Science Behind
Why We Buy

immediate
success when
it was
published in
2002 in China
and has become
an
international
bestseller.
With the
pacing of a
literary crime

Online Library
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Science Behind
thriller, Mai
Why We Buy
Jia's

masterpiece
also combines
elements of
historical
fiction and
state
espionage.
Taking place
in the shadowy
world of

Online Library
Decoded The
Science Behind
Chinese secret
Why We Buy
security,
where Mai Jia
worked for
decades, it
introduces us
to a place
that is
unfamiliar,
intriguing and
authentic. And
with Rong

Online Library
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Science Behind
Why We Buy

Jinzhen, it introduces us to a character who is deeply flawed and fragile, yet possessing exceptional intelligence. Decoded is an unforgettable and gripping

Online Library
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Science Behind

Why We Buy
story of
genius,
brilliance,
insanity and
human frailty.

Mai Jia (the
pseudonym of
Jiang Benhu)
is arguably
the most
successful
writer in

Online Library
Decoded The
Science Behind
China today.
Why We Buy

His books are constant bestsellers, with total sales over three million copies. He became the highest paid author in China last

Online Library
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Science Behind
Why We Buy

year with his
new book, *Wind
Talk*. He has
achieved
unprecedented
success with
film
adaptation:
all of his
novels are
made - or are
being made -

Online Library
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Science Behind
Why We Buy
into major
films or TV
series, the
screenplays of
which are
often written
by Mai Jia
himself. He is
hailed as the
forerunner of
Chinese
espionage

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Science Behind

fiction, and
Why We Buy

has created a

unique genre

that combines

spycraft, code-

breaking,

crime, human

drama,

historical

fiction, and

metafiction.

He has won

Online Library
Decoded The
Science Behind
almost every
Why We Buy
major award in
China,
including the
highest
literary honor
– the Mao Dun
Award.

Corporate
Reputation
Decoded is the
first book of

Online Library
Decoded The
Science Behind
its kind that
Why We Buy
traces the
journey of
Indian
companies in
building
corporate
reputation
(CR) . The book
addresses CR
in the Indian
context and is

Online Library
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Science Behind
Why We Buy

in response to
the growing
interest of
companies in
this area. The
book explains
the process of
building,
maintaining
and
strategising
for CR. It

Online Library
Decoded The
Science Behind
also discusses
Why We Buy
various
aspects of
CR—company's
stakeholders,
situations
demanding CR
interventions,
and the impact
of a company's
culture,
ethics and

Online Library
Decoded The
Science Behind
Why We Buy
leadership on
its CR. The
book expounds
on these using
Indian cases
(Tata,
Infosys, HUL,
Reliance,
Aditya Birla
Group, HDFC,
among others),
which enhance

Online Library
Decoded The
Science Behind
the
Why We Buy

understanding
of CR in India
as well as
benchmark CR
best practices
in India. The
book is of
major
significance
to CR
practitioners,

Online Library
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Science Behind

scholars,
Why We Buy
teachers,

students and C-
Suite

professionals
who will also

find the

techniques

proposed in

the book

interesting as

they can

Online Library
Decoded The
Science Behind

assess,

Why We Buy

evaluate,

adopt and

adapt

strategies

followed by

other

companies for

reputation

enhancement.

In this

groundbreaking

Online Library
Decoded The
Science Behind
book Phil
Why We Buy

Barden reveals
what decision
science
explains about
people's
purchase
behaviour, and
specifically
demonstrates
its value to
marketing. He

Online Library
Decoded The
Science Behind

shares the
Why We Buy
latest

research on
the
motivations
behind
consumers'
choices and
what happens
in the human
brain as
buyers make

Online Library
Decoded The
Science Behind
their
Why We Buy

decisions. He
deciphers the
'secret codes'
of products,
services and
brands to
explain why
people buy
them. And
finally he
shows how to

Online Library Decoded The Science Behind

apply this
Why We Buy
knowledge in
day to day
marketing to
great effect
by
dramatically
improving key
factors such
as relevance,
differentiation and

Online Library
Decoded The
Science Behind
credibility.
Why We Buy

Shows how the
latest
insights from
the fields of
Behavioural
Economics,
psychology and
neuro-
economics
explain why we
buy what we

Online Library
Decoded The
Science Behind

buy Offers a
Why We Buy
pragmatic

framework and
guidelines for
day-to-day
marketing
practice on
how to employ
this knowledge
for more
effective
brand

Online Library
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Science Behind
management -
Why We Buy
from strategy
to
implementation
and NPD. The
first book to
apply Daniel
Kahneman's
Nobel Prize-
winning work
to marketing
and

Online Library

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Science Behind

advertising

Why We Buy

Packed with

case studies,

this is a must-

read for

marketers,

advertising

professionals,

web designers,

R&D managers,

industrial

designers,

Online Library
Decoded The
Science Behind
graphic
Why We Buy
designers in
fact anyone
whose role or
interest
focuses on the
'why' behind
consumer
behaviour.

Foreword by
Rory
Sutherland,

Page 197/250

Online Library
Decoded The
Science Behind
Executive
Why We Buy
Creative

Director and
Vice-Chairman,
OgilvyOne
London and Vic
e-Chairman, Ogi
lvy Group UK
Full colour
throughout
The Science
Behind the 100

Online Library
Decoded The
Science Behind
Most Common Re
Why We Buy
commendations
The Science of
Succeeding
with People
A Life Decoded
Know Your
Talent Better
Than You Know
Your Customers
A Novel
Prof: Alan

Online Library

Decoded The

Science Behind

Turing Decoded

Why We Buy

Amazon Decoded

***Find out where
our world is
headed with
this dazzling
first-hand
account of
inventing the
future from
the #1 New
York Times***

Online Library
Decoded The
Science Behind
bestselling
author of What
Should I Do
With My Life?
and the
founder of
science
accelerator
IndieBio.
Decoding the
World is a
buddy

Online Library
Decoded The
Science Behind
Why We Buy

***adventure
about the
quest to live
meaningfully
in a world
with such
uncertainty.
It starts with
Po Bronson
coming to
IndieBio.
Arvind Gupta***

Online Library
Decoded The
Science Behind
created
Why We Buy

*IndieBio as a
laboratory for
early biotech
startups
trying to
solve major
world
problems.
Glaciers
melting. Dying
bees.*

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Decoded The

Science Behind

Why We Buy

***Infertility.
Cancer. Ocean
plastic.***

Pandemics.

***Arvind is the
fearless one,
a radical expe
rimentalist.***

***Po is the
studious
detective,
patiently***

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Science Behind

synthesizing

clues others

have missed.

Their styles

mix and create

a quadratic

speedup of

creativity.

Yin and Yang

crystallized.

As they travel

around the

Online Library
Decoded The
Science Behind
*world, finding
Why We Buy
scientists to
join their
cause, the
authors bring
their
firsthand
experience to
the great
mysteries that
haunt our
future.*

Online Library

Decoded The

Science Behind

Why We Buy

**Natural
resource**

**depletion. Job-
taking robots.
China's global
influence.**

**Arvind feels
he needs to
leave IndieBio
to help
startups do
more than just**

Online Library
Decoded The
Science Behind
get started.

**But as his
departure
draws near, he
struggles to
leave the
sanctum he
created. While
Po has to
prove he can
keep the
"indie" in**

Online Library

Decoded The

Science Behind

Why We Buy

***IndieBio after
Arvind is
gone. After
looking
through their
lens, you'll
never see the
world the
same.***

***It draws the
latest
thinking in***

Online Library

Decoded The

Science Behind

Why We Buy

behavioural economics, neuroscience and evolutionary psychology to give a powerful practical toolkit for fundraisers, campaigners, a dvocacy specialists...

Online Library
Decoded The
Science Behind
Why We Buy

***Alan Turing
was an
extraordinary
man who
crammed into a
life of only
42 years the
careers of
mathematician,
codebreaker,
computer
scientist and***

Online Library

Decoded The

Science Behind

Why We Buy

biologist. He

is widely

regarded as a

war hero

grossly

mistreated by

his

unappreciative

country and it

has become

hard to

disentangle

Online Library

Decoded The

Science Behind

Why We Buy

***the real man
from the
story. It is
easy to cast
him as a
misfit, the
stereotypical
professor. But
actually Alan
Turing was
never a
professor, and***

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Science Behind

Why We Buy

***his nickname
'Prof' was
given by his
codebreaking
friends at
Bletchley
Park. Now,
Alan Turing's
nephew, Dermot
Turing, has
taken a fresh
look at the***

Online Library
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Science Behind
Why We Buy

***influences on
Alan Turing's
life and
creativity,
and the later
creation of a
legend. For
the first time
it is possible
to disclose
the real
character***

Online Library
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Science Behind
*behind the
cipher-text:
how did Alan's
childhood
experiences
influence the
man? Who were
the
influential
figures in
Alan's
formative*

Online Library

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***years? How did
his creative
ideas evolve?
Was he really
a solitary,
asocial
genius? What
was his
wartime work
after 1942,
and why was it
kept even more***

Online Library

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Why We Buy

**secret than
the Enigma
story? What is
the truth
about Alan
Turing's
conviction for
gross
indecent, and
did he commit
suicide? What
is the**

Online Library
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Science Behind
Why We Buy

***significance
of the Royal
Pardon granted
in 2013? In
Dermot's own
style he takes
a vibrant and
entertaining
approach to
the life and
work of a true
genius.***

Online Library
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Science Behind

***A powerful
guide to
building a
data-centric
corporate
culture that
unleashes
talent and
improves
engagement
Amazon
delights***

Online Library

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Science Behind

customers with

recommendations

that are

spot on.

Google amazes

us by

generating

answers before

we've even

finished

asking a

question.

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Science Behind
Why We Buy

These companies know who we are and what we want. The key to their magic is Big Data. Personalizing the consumer experience with the collection and

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Science Behind

analysis of

consumer data

is widely

recognized as

one of the

biggest

business

opportunities

of the 21st

century. But

there is a

flip side to

Online Library
Decoded The
Science Behind
Why We Buy

***this that has
largely been
missed. What
if we were
able to use
data about
employees to
personalize
and customize
their
experience -
to increase***

Online Library
Decoded The
Science Behind
Why We Buy

***their
engagement,
help them
learn faster
on the job,
and figure out
which teams
they should be
on? In this
book, Leerom
and his
colleagues***

Online Library
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Science Behind
Why We Buy

***outline the
six principles
they've used
to decode work
and unlock the
maximum
potential of
their talent,
and share
success
stories from
other***

Online Library
Decoded The
Science Behind
**organizations
that have
embraced this
approach. The
Decoded
Company is an
actionable
blueprint for
any company
that wants the
best from its
people, and**

Online Library
Decoded The
Science Behind
*isn't afraid
of radical
approaches to
get it. Leerom
Segal is the
president and
CEO of Klick
and has been
named
"Entrepreneur
of the Year"
by the*

Online Library
Decoded The
Science Behind
Why We Buy

***Business
Development
Bank of
Canada, won
the "Young
Entrepreneur
of the Year"
award from
Ernst and
Young, and was
named to
Profit***

Online Library
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Science Behind
Why We Buy

***Magazine's
Hall of Fame
as the
youngest CEO
ever to lead a
nonprofit
company. Aaron
Goldstein is
the co-founder
of Klick and
is a Senior
Certified***

Online Library
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Science Behind
**Project
Manager**

**Professional.
Jay Goldman
was Head of
Marketing at
Rypple, a
venture-backed
startup
acquired by
Salesforce in
2012 and now**

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known as
Work.com. He
is the author
of the
O'Reilly
Facebook
Cookbook, and
he has been
published in
the Harvard
Business
Review. Rahaf

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Harfoush is the author of several books including Yes We Did. She was a contributor to the best-selling Wikinomics and Grown Up Digital.

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New Science
Behind the
Subtle Art of
Raising Sons
GMOs Decoded
Decoding the
World
The Race to
Decode the
Rosetta Stone
Decoded
Science and

Online Library
Decoded The
Science Behind
**Revolutionary
Politics**

Race Decoded

In this
groundbreaking
book, author
David Forbes
explains human
motivation and
provides ways
that marketers
can effectively
reach the

Online Library
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Science Behind
consumer. The
book uses
decades of
psychology
research and the
author's own
tool, the Forbes
Matrix that
identifies,
organizes, and
explains the nine
core motivations.
The book aims to
present, educate

Online Library
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Science Behind
**and inform
individuals about
Alzheimer's
disease in a
comprehensive
manner. Its
scope ranges
from the
discovery of the
disease,
epidemiology and
basic biological
principles
underlying it, to**

Online Library
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Science Behind
Why We Buy

**advanced stem
cell therapies
used in the
treatment of
Alzheimer's. It
adopts a 'global'
perspective on
Alzheimer's
disease, and
include
epidemiological
data and science
from countries
around the**

Online Library
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Science Behind
world.

Why We Buy
Alzheimer's
disease is a
rapidly growing
problem seen in
every country
around the
world. This is the
first and only
comprehensive
book to cover
Alzheimer's
disease, and
includes the

Online Library
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Why We Buy

**most updated
literature and
scientific
progress in the
field of dementia
and Alzheimer's
disease research.
Most books on
the market that
focus on
Alzheimer's
disease are
targeted at
caregivers as**

Online Library
Decoded The
Science Behind
Why We Buy
**practical advice
on how to deal
with loved ones
with the disease.
This book
instead is a
comprehensive
and popular
science book that
can be read by
anyone with an
interest in
learning more
about the**

Online Library
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Science Behind
disease. Dr.

**Jefferson Chen
MD, PhD, co-
author,
participated in
the world's first
surgical clinical
trial using
shunts to treat
Alzheimer's
disease. His first-
hand
involvement in a
clinical trial for**

Online Library
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Science Behind
**patients with
Alzheimer's
disease and
experience
treating Normal
Pressure
Hydrocephalus
(NPH) which is
commonly
misdiagnosed as
Alzheimer's
disease lends a
unique
perspective. This**

Online Library
Decoded The
Science Behind
Why We Buy
**book with appeal
to a wide
audience,
regardless of
their scientific or
educational
background.**

**Decoding
Anorexia is the
first and only
book to explain
anorexia nervosa
from a biological
point of view. Its**

Online Library
Decoded The
Science Behind
**clear, user-
friendly
descriptions of
the genetics and
neuroscience
behind the
disorder is
paired with first
person
descriptions and
personal
narratives of
what biological
differences mean**

Online Library
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Science Behind
to sufferers.

**Author Carrie
Arnold, a trained
scientist, science
writer, and past
sufferer of
anorexia, speaks
with clinicians,
researchers,
parents, other
family members,
and sufferers
about the factors
that make one**

Online Library

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Why We Buy

**vulnerable to
anorexia, the
neurochemistry
behind the call of
starvation, and
why it's so hard
to leave anorexia
behind. She also
addresses: • How
environment is
still important
and influences
behaviors • The
characteristics of**

Online Library
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Science Behind
Why We Buy

**people at high
risk for
developing
anorexia nervosa**
• **Why anorexics
find starvation
“rewarding” •
Why denial is
such a salient
feature, and how
sufferers can
overcome it**
**Carrie also
includes**

Online Library
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Science Behind
**interviews with
key figures in the
field who explain
their work and
how it
contributes to
our
understanding of
anorexia. Long
thought to be a
psychosocial
disease of fickle
teens, this book
alters the way**

Online Library
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Science Behind
Why We Buy

**anorexia is
understood and
treated and gives
patients, their
doctors, and
their family
members hope.
Inferno Decoded
Decoding the
Social World**