

Hooked How To Build Habit Forming Products

Designing Voice User Interfaces Cathy Pearl.2016-12-19 Voice user interfaces (VUIs) are becoming all the rage today. But how do you build one that people can actually converse with? Whether you're designing a mobile app, a toy, or a device such as a home assistant, this practical book guides you through basic VUI design principles, helps you choose the right speech recognition engine, and shows you how to measure your VUI's performance and improve upon it. Author Cathy Pearl also takes product managers, UX designers, and VUI designers into advanced design topics that will help make your VUI not just functional, but great. Understand key VUI design concepts, including command-and-control and conversational systems Decide if you should use an avatar or other visual representation with your VUI Explore speech recognition technology and its impact on your design Take your VUI above and beyond the basic exchange of information Learn practical ways to test your VUI application with users Monitor your app and learn how to quickly improve performance Get real-world examples of VUIs for home assistants, smartwatches, and car systems

Indistractable Nir Eyal.2019-09-10 Indistractable provides a framework that will deliver the focus you need to get results. —James Clear, author of Atomic Habits If you value your time, your focus, or your relationships, this book is essential reading. I'm putting these ideas into practice. —Jonathan Haidt, author of The Righteous Mind National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your family. Another day goes by, and once again, your most important personal and professional goals are put on hold. What would be possible if you followed through on your best intentions? What could you accomplish if you could stay focused? What if you had the power to become indistractable? International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing Hooked, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In Indistractable, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. Indistractable reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals: • Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it • What really drives human behavior and why time management is pain management • Why your relationships (and your sex life) depend on you becoming indistractable • How to raise indistractable children in an increasingly distracting world Empowering and optimistic, Indistractable provides practical, novel techniques to control your time and attention—helping you live the life you really want.

High Performance Habits Brendon Burchard.2017-09-19 THESE HABITS WILL MAKE YOU EXTRAORDINARY. Twenty years ago, author Brendon Burchard became obsessed with answering three questions: 1. Why do some individuals and teams succeed more quickly than others and sustain that success over the long term? 2. Of those who pull it off, why are some miserable and others consistently happy on their journey? 3. What motivates people to reach for higher levels of success in the first place, and what practices help them improve the most After extensive original research and a decade as the world's leading high performance coach, Burchard found the answers. It turns out that just six deliberate habits give you the edge. Anyone can practice these habits and, when they do, extraordinary things happen in their lives, relationships, and careers. Which habits can help you achieve long-term success and vibrant well-being no matter your age, career, strengths, or personality? To become a high performer, you must seek clarity, generate energy, raise necessity, increase productivity, develop influence, and demonstrate courage. The art and science of how to do all this is what this book is about. Whether you want to get more done, lead others better, develop skill faster, or dramatically increase your sense of joy and confidence, the habits in this book will help you achieve it faster. Each of the six habits is illustrated by powerful vignettes, cutting-edge science, thought-provoking exercises, and real-world daily practices you can implement right now. If you've ever wanted a science-backed, heart-centered plan to living a better quality of life, it's in your hands. Best of all, you can measure your progress. A link to a free professional assessment is included in the book.

Hooked Nir Eyal.2014-11-04 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 steps process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back over and over again, without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a startup founder - not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, startup founders, and anyone who seeks to understand how products influence our behavior.

Hooked Nir Eyal.2014-11-04 Revised and Updated, Featuring a New Case Study 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 many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Digital Body Language Erica Dhawan.2021-05-11 An instant Wall Street Journal Bestseller The definitive guide to communicating and connecting in a hybrid world. Email replies that show up a week later. Video chats full of "oops sorry no you go" and "can you hear me?!" Ambiguous text-messages. Weird punctuation you can't make heads or tails of. Is it any wonder communication takes us so much time and effort to figure out? How did we lose our innate capacity to understand each other? Humans rely on body language to connect and build trust, but with most of our communication happening from behind a screen, traditional body language signals are no longer visible -- or are they? In Digital Body Language, Erica Dhawan, a go-to thought leader on collaboration and a passionate communication junkie, combines cutting edge research with engaging storytelling to decode the new signals and cues that have replaced traditional body language across genders, generations, and culture. In real life, we lean in, uncross our arms, smile, nod and make eye contact to show we listen and care. Online, reading carefully is the new listening. Writing clearly is the new empathy. And a phone or video call is worth a thousand emails. Digital Body Language will turn your daily misunderstandings into a set of collectively understood laws that foster connection, no matter the distance. Dhawan investigates a wide array of exchanges—from large conferences and video meetings to daily emails, texts, IMs, and conference calls—and offers insights and solutions to build trust and clarity to anyone in our ever changing world.

Entrepreneurial Leap Gino Wickman.2019-10-15 You've thought about starting your own business . . . but how can you decide if you should really take the leap? There's a lot on the line, and you have to ask yourself difficult questions: Do I have what it takes? Is it worth it? And how the hell do I do it? You need answers, not bullshit. This book has them. **Entrepreneurial Leap: Do You Have What it Takes to Become an Entrepreneur?** is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck. In this three-part book, Gino Wickman, bestselling author of *Traction*, reveals the six essential traits that every entrepreneur needs in order to succeed, based on real-world startups that have reached incredible heights. If these traits ring true for you, you'll get a glimpse of what your life would look like as an entrepreneur. What's more, Wickman will help you determine what type of business best suits your unique skill set and provide a detailed roadmap, with tools, tips, and exercises, that will accelerate your path to startup success. Packed with real-life stories and practical advice, *Entrepreneurial Leap* is a simple how-to manual for BIG results. Should you take the leap toward entrepreneurship? Find out today and let tomorrow be the first step in your new journey, whatever shape it may take.

Actionable Gamification Yu-kai Chou.2019-12-03 Learn all about implementing a good gamification design into your products, workplace, and lifestyle **Key Features**Explore what makes a game fun and engagingGain insight into the Octalysis Framework and its applicationsDiscover the potential of the Core Drives of gamification through real-world scenarios**Book Description** Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learnDiscover ways to use gamification techniques in real-world situationsDesign fun, engaging, and rewarding experiences with OctalysisUnderstand what gamification means and how to categorize itLeverage the power of different Core Drives in your applicationsExplore how Left Brain and Right Brain Core Drives differ in motivation and design methodologiesExamine the fascinating intricacies of White Hat and Black Hat Core DrivesWho this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

Hooked Nir Eyal.2014-11-04 In *Hooked*, Nir Eyal reveals how successful companies create products people can't put down - and how you can too Winner of best Marketing book in 800-CEO-READ Business Book Awards 2014 Why do some products capture our attention while others flop? What makes us engage with certain things out of sheer habit? Is there an underlying pattern to how technologies hook us? Nir Eyal answers these questions (and many more) with the Hook Model - a four-step process that, when embedded into products, subtly encourages customer behaviour. Through consecutive hook cycles, these products bring people back again and again without depending on costly advertising or aggressive messaging. *Hooked* is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder - not abstract theory, but a how-to guide for building better products. *Hooked* is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behaviour. Eyal provides readers with practical insights to create user habits that stick; actionable steps for building products people love; and riveting examples from the iPhone to Twitter, Pinterest and the Bible App. Nir Eyal spent years in the video gaming and advertising industries where he learned, applied, and at times rejected, techniques described in *Hooked* to motivate and influence users. He has taught courses on applied consumer psychology at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design and is a frequent speaker at industry conferences and at Fortune 500 companies. His writing on technology, psychology, and business appears in the *Harvard Business Review*, *The Atlantic*, *TechCrunch*, and *Psychology Today*. Ryan Hoover's writing has appeared in *TechCrunch*, *The Next Web*, *Forbes*, and *Fast Company*. After working on *Hooked* with Nir Eyal, Hoover founded *Product Hunt*, a company that has been described as the place to discover the next big things in tech.

Hooked Michael Moss.2021-03-02 NATIONAL BESTSELLER From the #1 bestselling and Pulitzer Prize-winning author of *Salt Sugar Fat*, the troubling story of how food companies have exploited our most fundamental evolutionary instincts to get us hooked on processed foods. Everyone knows how hard it can be to maintain a healthy diet. But what if some of the decisions we make about what to eat are beyond our control? Is it possible that processed food is addictive, like drugs or alcohol? Motivated by these questions, Pulitzer Prize-winning investigative reporter Michael Moss began searching for answers, to find the true peril in our food. In *Hooked*, Moss explores the science of addiction and uncovers what the scientific and medical communities--as well as food manufacturers--already know, which is that food can, in some cases, be even more addictive than alcohol, cigarettes, or drugs. Our bodies are hard-wired for sweets, so food manufacturers have deployed fifty-six types of sugar to add to their products, creating in us the expectation that everything should be cloying; we've evolved to prefer convenient meals, so three-fourths of the calories we get from groceries come from ready-to-eat foods. Moss goes on to show how the processed food industry has not only tried to deny this troubling discovery, but exploit it to its advantage. For instance, in a response to recent dieting trends, food manufacturers have simply turned junk food into junk diets, filling grocery stores with diet foods that are hardly distinguishable from the products that got us into trouble in the first place. With more people unable to make dieting work for them, manufacturers are now claiming to add ingredients that can effortlessly cure our compulsive eating habits. A gripping account of the legal battles, insidious marketing campaigns, and cutting-edge food science that have brought us to our current public health crisis, *Hooked* lays out all that the food industry is doing to exploit and deepen our addictions, and shows us what we can do so that we can once again seize control.

Something Really New Denis J. Hauptly.2008

Lean B2B Étienne Garbugli.2022-03-22 Get from Idea to Product/Market Fit in B2B. The world has changed. Nowadays, there are more companies building B2B products than there's ever been. Products are entering organizations top-down, middle-out, and bottom-up. Teams and managers control their budgets. Buyers have become savvier and more impatient. The case for the value of new innovations no longer needs to be made. Technology products get hired, and fired faster than ever before. The challenges have moved from building and validating products to gaining adoption in increasingly crowded and fragmented markets. This, requires a new playbook. The second edition of *Lean B2B* is the result of years of research into B2B entrepreneurship. It builds off the unique *Lean B2B Methodology*, which has already helped thousands of entrepreneurs and innovators around the world build successful businesses. In this new edition, you'll learn: - Why companies seek out new products, and why they agree to buy from unproven vendors like startups - How to find early adopters, establish your credibility, and convince business stakeholders to work with you - What type of opportunities can increase the likelihood of building a product that finds adoption in businesses - How to learn from stakeholders, identify a great opportunity, and create a compelling value proposition - How to get initial validation, create a minimum viable product, and iterate until you're able to find product/market fit This second edition of *Lean B2B* will show you how to build the products that businesses need, want, buy, and adopt.

Seductive Interaction Design Stephen P. Anderson.2011-06-13 What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In *Seductive Interaction Design*, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act. Topics include: AESTHETICS, BEAUTY, AND BEHAVIOR: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? PLAYFUL SEDUCTION: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? THE SUBTLE ART OF SEDUCTION: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? THE GAME OF SEDUCTION: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from psychology are found throughout the book, along with dozens of examples showing how these

techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

Hacking Growth Sean Ellis, Morgan Brown. 2017-04-25 The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and its practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and spaghetti-on-the-wall approaches with more consistent, replicable, cost-effective, and data-driven results.

Well-Designed Jon Kolko. 2014-10-28 From Design Thinking to Design Doing Innovators today are told to run loose and think lean in order to fail fast and succeed sooner. But in a world obsessed with the new, where cool added features often trump actual customer needs, it's the consumer who suffers. In our quest to be more agile, we end up creating products that underwhelm. So how does a company like Nest, creator of the mundane thermostat, earn accolades like "beautiful" and "revolutionary" and a \$3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love? Nest, and companies like it, understand that emotional connection is critical to product development. And they use a clear, repeatable design process that focuses squarely on consumer engagement rather than piling on features for features' sake. In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating how it will help you and your team conceive and build successful, emotionally resonant products again and again. The key, says Kolko, is empathy. You need to deeply understand customer needs and feelings, and this understanding must be reflected in the product. In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1. Determine a product-market fit by seeking signals from communities of users. 2. Identify behavioral insights by conducting ethnographic research. 3. Sketch a product strategy by synthesizing complex research data into simple insights. 4. Polish the product details using visual representations to simplify complex ideas. Kolko walks the reader through each step, sharing eye-opening insights from his fifteen-year career in product design along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.

The Design of Everyday Things Don Norman. 2013-11-05 Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

Hooked Joe S. McIlhaney, Jr., Freda McKissic Bush. 2019-01-01 How sex is rewiring your brain—for good and for bad What does a three-pound brain have to do with one's sex life? A lot, actually. Hooked is about what's happening to your brain when you're having sex. With scientific data put in layman's terms, this book demonstrates that: Sexual activity releases chemicals in the brain, creating emotional bonds between partners. This is great news for marriages! Once formed, however, breaking these bonds can have damaging effects on the brain such as depression and difficulty bonding with someone else in the future. The continual forming and breaking of these bonds can have permanent effects on a person's brain. PLUS! This updated edition also includes a brand new chapter about the effects of pornography on the brain. All this data about bonding, sex, and pornography has important implications in a casual sex culture. Regardless of what we wish were true, the facts tell us "safe sex" isn't as safe as it seems. Learn about your brain, the positive effects of sex within permanently committed relationships, and how you can protect yourself (especially your brain) from the dangers of casual sex.

Don't Make Me Think, Revisited Steve Krug. 2014 Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

Hooked: How to Build Habit-Forming Products Nir Eyal. 2022-12-15 The Hooked workshop is designed to give you practical insights and actionable steps for building products people love and use regularly. This workshop teaches the model for customer habit formation being used by some of the world's most successful companies. There are two main elements to the Hooked Online Workshop: the online resources and the workbook. The exercises help to reinforce the material covered in each section of the Hooked Online Workshop and encourage you to apply the model to your own product or service.

The Tapping Solution Nick Ortner. 2013-04-02 Nick Ortner, founder of the Tapping World Summit and best-selling filmmaker of The Tapping Solution, is at the forefront of a new healing movement. In his upcoming book, The Tapping Solution, he gives readers everything they need to successfully start using the powerful practice of tapping - or Emotional Freedom Techniques (EFT). Tapping is one of the fastest and easiest ways to address both the emotional and physical problems that tend to hamper our lives. Using the energy meridians of the body, practitioners tap on specific points while focusing on particular negative emotions or physical sensations. The tapping helps calm the nervous system to restore the balance of energy in the body, and in turn rewire the brain to respond in healthy ways. This kind of conditioning can help rid practitioners of everything from chronic pain to phobias to addictions. Because of tapping's proven success in healing such a variety of problems, Ortner recommends to try it on any challenging issue. In The Tapping Solution, Ortner describes not only the history and science of tapping but also the practical applications. In a friendly voice, he lays out easy-to-use practices, diagrams, and worksheets that will teach readers, step-by-step, how to tap on a variety of issues. With chapters covering everything from the alleviation of pain to the encouragement of weight loss to fostering better relationships, Ortner opens readers' eyes to just how powerful this practice can be. Throughout the book, readers will see real-life stories of healing ranging from easing the pain of fibromyalgia to overcoming a fear of flying. The simple strategies Ortner outlines will help readers release their fears and clear the limiting beliefs that hold them back from creating the life they want.

Evil by Design Chris Nodder. 2013-06-05 How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride — use social proof to position your product in line with your visitors' values Sloth — build a path of least resistance that leads users where you want them to go Gluttony — escalate customers' commitment and use loss aversion to keep them there Anger — understand the power of metaphysical

arguments and anonymity Envy — create a culture of status around your product and feed aspirational desires Lust — turn desire into commitment by using emotion to defeat rational behavior Greed — keep customers engaged by reinforcing the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use — but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

The Automatic Customer John Warrillow. 2015-02-05 The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you're in—is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (Amazon Fresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:

- The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.
- The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services.
- The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site. This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, The Automatic Customer will be your secret weapon.

The Start-Up J Curve Howard Love. 2016-08-30 A predictable pattern of success Entrepreneurs who have read early drafts of The Start-Up J Curve responded, "I wish I had this book years ago." A start-up unfolds in a predictable pattern; the more aware entrepreneurs are of this pattern, the better able they will be to capitalize on it. Author Howard Love calls this pattern the start-up J Curve: The toughest part of the endeavor is the time between the actual start of a new business and when the product and model are firmly established. The Start-Up J Curve gives entrepreneurs the tools they need to get through the early challenges so they can reach the primary value creation that lies beyond. Love brings thirty-five years of start-up experience to this comprehensive guide to starting a business. He outlines the six predictable stages of start-up growth and details the activities that should be undertaken at each stage to ensure success and to avoid common pitfalls. Instead of feeling lost and confused after a setback, start-up founders and investors can anticipate the challenges, overcome the obstacles, and ride the curve to the top.

The Productivity Project Chris Bailey. 2016-01-05 A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. The Productivity Project—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you:

- slowing down to work more deliberately;
- shrinking or eliminating the unimportant;
- the rule of three;
- striving for imperfection;
- scheduling less time for important tasks;
- the 20 second rule to distract yourself from the inevitable distractions;
- and the concept of productive procrastination.

In an eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

The Art of Leadership Michael Lopp. 2020-05-13 Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big, complex leadership philosophies. But as this practical book reveals, what's most important for leadership is principled consistency. Time and again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You'll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders—as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You'll learn how to apply these lessons to your own experience.

Succeed Heidi Grant Halvorson, Ph.D. 2011-12-27 Do you ever wonder how some people make success look so simple? In Succeed, award-winning social psychologist Heidi Grant Halvorson offers counterintuitive insights, illuminating stories, and science-based information that can help anyone:

- Set a goal to pursue even in the face of adversity
- Build willpower, which can be strengthened like a muscle
- Avoid the kind of positive thinking that makes people fail

Whether you want to motivate your kids, your employees, or just yourself, Succeed unlocks the secrets of achievement, and shows you how to create new possibilities in every area of your life.

Designing for Behavior Change Stephen Wendel. 2013-11-05 A new wave of products is helping people change their behavior and daily routines, whether it's exercising more (Jawbone Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior Identify your target audience and the behaviors they seek to change Extract user stories and identify obstacles to behavior change Develop effective interface designs that are enjoyable to use Measure your product's impact and learn ways to improve it Use practical examples from products like Nest, Fitbit, and Opower

The Wisdom of Crowds James Surowiecki. 2005-08-16 In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future. With boundless erudition and in delightfully clear prose, Surowiecki ranges across fields as diverse as popular culture, psychology, ant biology, behavioral economics, artificial intelligence, military history, and politics to show how this simple idea offers important lessons for how we live our lives, select our

leaders, run our companies, and think about our world.

The Lean Startup Eric Ries.2011-09-13 Most startups fail. But many of those failures are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “validated learning,” rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it’s too late. Ries provides a scientific approach to creating and managing successful startups in a age when companies need to innovate more than ever.

INSPIRED Marty Cagan.2017-11-17 How do today’s most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you’re an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, *INSPIRED* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author’s own personal stories—and profiles of some of today’s most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—*INSPIRED* will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of *INSPIRED*, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today’s most-successful tech product companies, and the men and women behind every great product.

Mastery George Leonard.1992-02-01 Drawing on Zen philosophy and his expertise in the martial art of aikido, bestselling author George Leonard shows how the process of mastery can help us attain a higher level of excellence and a deeper sense of satisfaction and fulfillment in our daily lives. Whether you're seeking to improve your career or your intimate relationships, increase self-esteem or create harmony within yourself, this inspiring prescriptive guide will help you master anything you choose and achieve success in all areas of your life. In *Mastery*, you'll discover: • The 5 Essential Keys to Mastery • Tools for Mastery • How to Master Your Athletic Potential • The 3 Personality Types That Are Obstacles to Mastery • How to Avoid Pitfalls Along the Path • and more...

Contagious Jonah Berger.2016-05-03 Upper Saddle River, N.J. : Creative Homeowner,

Mobilized SC Moatti.2016-05-02 A Silicon Valley veteran outlines what is required for a company to succeed in the mobile era. Mobile has now become such an integral part of how we live that, for many people, losing a cell phone is like losing a limb. Everybody knows mobile is the future, and every business wants in, but what are the elements of mobile success? SC Moatti, a Silicon Valley veteran who was an executive with Facebook, Trulia, and Nokia, gives businesses and professionals simple ways to thrive in this modern day “gold rush.” More than a book on technology, this is a book about human nature and what matters most to us. Moatti shows that because mobile products have become extensions of ourselves, we expect from them what we wish for ourselves: an attractive body, a meaningful life, and a growing repertoire of skills. She has created an all-encompassing formula that makes it easy for any business to develop a strategy for creating winning mobile products. Her Body Rule dictates that mobile products must appeal to our sense of beauty—but beauty in a mobile world is both similar to and different from what it means offline. The Spirit Rule says mobile products must help us address our deepest personal needs. And the Mind Rule explains that businesses that want to succeed in mobile need to continually analyze the user experience so they can improve every iteration of their products. Moatti includes case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more. The market is full of how-to books for programming apps, but no works examine what is required for success in the mobile era. Until now. “Moatti gets what makes people fall in love with mobile. And now you get in on her formula. Business is too important to be left to luck. Ignore this book at your peril.” —Jonathan Badeen, cofounder and senior vice president of Product, Tinder “This book is rare. It looks at mobile with an insider’s knowledge and deep caring about human beings.” —Chris Anderson, CEO, 3D Robotics, and New York Times bestselling author of *The Long Tail* “Moatti brings together art, science, real-world case studies, and practical advice to help your teams make sense of and succeed with mobile.” —Kira Wampler, CMO, Lyft

Radical Product Thinking R. Dutt.2021-09-27 Iteration rules product development, but it isn't enough to produce dramatic results. This book champions Radical Product Thinking, a systematic methodology for building visionary, game-changing products. In the last decade, we've learned to harness the power of iteration to innovate faster—we've invested in a fast car, but our ability to set a clear destination and navigate to it hasn't kept up. When we iterate without a clear vision or strategy, our products become bloated, fragmented, and driven by irrelevant metrics. They catch “product diseases” that often kill innovation. Radical Product Thinking (RPT) gives organizations a repeatable model for building world-changing products. The key? Being vision-driven instead of iteration-led. R. Dutt guides readers through the five elements of the methodology (vision, strategy, prioritization, execution and measurement, and culture) to develop a clear process for translating vision into reality, and turning RPT skills into muscle memory. This book offers refreshing solutions to the shortcomings of our current model for product development; be prepared to toss out everything you know about a good vision and learn how to measure progress to create revolutionary products. The best part? You don't have to be a natural-born visionary to produce extraordinary results.

Webs of Influence Nathalie Nahai.2012-12-14 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.

Hegarty on Creativity: There Are No Rules John Hegarty.2014-04-22 A look into what lies behind creativity from one of the advertising industry's leading players Creativity isn’t an occupation; it’s a preoccupation. It is challenge for everyone in the modern world—from business and advertising to education and beyond. Here, the world-famous advertising creative John Hegarty offers a pocket bible of creative thinking, aimed at provoking, challenging, and inspiring greater heights of innovation. From Renaissance art to rock ‘n’ roll, Hegarty takes a wide-angle view of creativity as he sets out to demystify the many ups-and-downs that can arise during the creative process. Paralyzed by the blank page? Daunted by cynics in the workplace? Money leading you astray? Hegarty combines personal experience and anecdotes along with clear, pragmatic, and good-humored insight into tackling all creative challenges head on. Over fifty entries, including “Good is the Enemy of Great,” “Respect Don’t Revere,” “Get Angry,” and “Bad Weather” relay useful and generous advice on

how best to improve, sustain, and nurture creativity in any profession. Accompanied by copious irreverent line drawings from Hegarty's own sketchpad, Hegarty on Creativity is concise, accessible, and richly rewarding. **Build Better Products** Laura Klein.2016-11-01 It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Welcome to the Writer's Life Paulette Perhach.2018-08-14 Learn how to take your work to the next level with this informative guide on the craft, business, and lifestyle of writing With warmth and humor, Paulette Perhach welcomes you into the writer's life as someone who has once been on the outside looking in. Like a freshman orientation for writers, this book includes an in-depth exploration of all the elements of being a writer—from your writing practice to your reading practice, from your writing craft to the all-important and often-overlooked business of writing. In Welcome to the Writer's Life, you will learn how to tap into the powers of crowdsourcing and social media to grow your writing career. Perhach also unpacks the latest research on success, gamification, and lifestyle design, demonstrating how you can use these findings to further improve your writing projects. Complete with exercises, tools, checklists, infographics, and behind-the-scenes tips from working writers of all types, this book offers everything you need to jump-start a successful writing life.

The Consumer Mind Pepe Martínez.2012-06-03 The Consumer Mind explores the relationship between consumers and brands, analysing the types of communication and their perception of brands. Based on research from Millward Brown, one of the world's leading research agencies, it provides expert advice for marketing practitioners on how brands, products, services and communications reach the mind of the consumer. With insights based on the latest advances in neuroscience and psychology, it analyses the daily mental functions of consumers, in relation to others and their environment, and the implications for brands. The Consumer Mind encourages marketers to think about people and their everyday lives, enabling them to influence the way that their brands are perceived and to encourage trial and repeat purchases.

Founders at Work Jessica Livingston.2008-11-01 Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

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