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Neuro WebDesign applies the research on persuasion and decision making to the design of websites. Neuro WebDesign explains psychological research on social validation, reciprocity, fear of loss, contrast and other principles in an easy to understand way, and then goes on to show how to implement these powerful ideas.

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that encourage users to click.

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Neuro Web Design: What Makes Them Click? by Susan Weinschenk. Why does someone decide to buy a product online or register at a website? Psychologists have known for years about the nonconscious forces that persuade people to take action. Neuro WebDesign applies the research on persuasion and decision making to the design of websites.

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