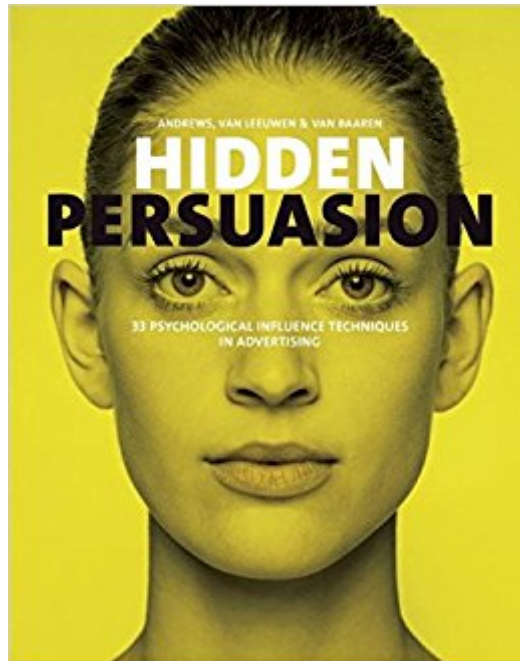




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Hidden Persuasion: 33 Psychological Influences Techniques In Advertising



Synopsis

Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn, and act. Some are more successful than others in influencing our behavior and choices. What is the secret power of these messages? How do they succeed in changing our behavior? This book explains the psychology behind fifty effective influence techniques of visual persuasion and how to apply them. The techniques range from influence essentials to more obscure and insidious methods. The reader will gain deep insights into how visual means are constructed to influence behavior and decision making on an unconscious level. All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communication and design fields, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns, and government messages. The book is co-authored by leading figures in social influence and visual persuasion. It is designed as an accessible modern reference book for creating and understanding persuasive visual imagery.

Book Information

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Customer Reviews

If you pick this up at a store and just flip through it, a lot of the influence chapters seem like 'duh' moments and suggestions, (for example, sex sells) and if that's all you get out of it you'll be missing a lot of value. For me, the value of the book was revealed when I was re-designing my company's website and coming up with advertisement banners - having all the main influences, examples, and

a walk-through on how they work and why really helped me crystallize the value of my brand and bring to the surface (and to the eyes of my customers) some of the influences in the book I had basically otherwise overlooked. I also now more consciously incorporate these influences when talking to wholesale customers. Overall well worth the money for this book. Oh, it's also beautifully designed, hardy hardcover with thick pages, if you're into that sort of thing.

Very cool book. Clever writing that's clear to understand and not too wordy. It's already gotten me re-thinking the way I approach selling myself in a few ways. Nice.

amazing, easy, real life powerful examples. Magnificent!

Excellent book!

It's a good resource and fast reference to advertising approaches and marketing techniques. To the point and easy to read. Touche's on the main points and then moves onto the next. (not in very depth, there are other books)

Very good read, also (or maybe, especially) for those not directly involved in the marketing industry (like myself).

Great book, easy read, lots of good examples and descriptions. Delivered the info effectively and efficiently.

Great read and I highly recommend.

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