DOES THE BUSINESS OF PERSUASION USE THE SCIENCE OF PERSUASION?
The competent advertising man must understand psychology. The more he knows about it the better. He must learn that certain effects lead to certain reactions, and use that knowledge to increase results and avoid mistakes.

Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them.

We learn, for instance, that curiosity is one of the strongest of human propensities.
Nudge
Improving Decisions about Health, Wealth, and Happiness
Richard H. Thaler and Cass R. Sunstein
...with a new afterword

Influence:
The Psychology of Persuasion
Robert B. Cialdini, Ph.D.

Predictably Irrational:
The Hidden Forces That Shape Our Decisions
Daniel Ariely
HOW FAMILIAR ARE PLANNERS WITH BEHAVIORAL ECONOMICS
HOW FAMILIAR ARE AGENCIES WITH BEHAVIORAL ECONOMICS

- Not At all: 30
- A Little: 28
- Somewhat: 26
- Familiar: 10
- Very: 6
How frequently is behavioral economics used?

By myself? Occasionally

By my agency? Rarely
HOW CAN THE BUSINESS OF PERSUASION EMBRACE THE SCIENCE OF PERSUASION?

- SIMPLIFY
- QUANTIFY
- STANDARDIZE
SIMPLIFY

Memorable Triggers
- Bizarre
- Places
- People
- Humor

Simple Actions
- Comparative
- Social Proof
- Immediate
- Completion
- Scarce
- Expensive

Great Needs
- Threats
- Norms
- Ideals

Engaging Investments
- Triggers
- Rewards
- Bet Against Them

Surprising Rewards
- Social
- Altruistic
- Personal
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