

1. Record Nr.	UNINA9910494741403321
Autore	Willcox Matthew
Titolo	The business of choice : how human instinct influences everyone's decision / / by Matthew Willcox
Pubbl/distr/stampa	Bingley, UK : , : Emerald Publishing Limited, , [2020] ©2020
ISBN	1-83982-070-5
Edizione	[Revised and updated edition.]
Descrizione fisica	1 online resource (312 pages)
Disciplina	658.80019
Soggetti	Marketing - Psychological aspects Consumer behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I The Business, Science, and Nature of Choice -- 1: The Business of Choice -- 2: The Ever-Advancing Science of Choice -- 3: The Natural History of Choice -- Part II Getting Practical Today -- 4: Shortcuts versus Analysis Ignoring is Decisional Bliss -- 5: Getting Familiar -- 6: Thanks for Sharing (Whether You Meant to or Not) -- 7: Now, and the Future Different Places with Different Rules -- 8: Loss and Ownership -- 9: Make People Feel Smart, Attractive or Even Lucky -- 10: Make It Easy For the Mind and the Body -- 11: Never Be Above Comparison -- 12: If Content is King, Context is Queen -- 13: Same and Different; Nature and Nurture -- 14: The Power of Affirmation and Sparking Joy -- Part III Looking Forward -- 15: Think Differently about Market Research -- 16: Think Differently about How You Work -- 17: Choosing without Choosing Artificial Intelligence and Choice -- Conclusion -- Index.
Sommario/riassunto	In this 2nd edition of award winning The Business of Choice, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioral scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing and brand strategies, allowing you to use an understanding of how humans

naturally decide to make your brand or business a natural choice. The Business of Choice takes you through the story of how instinct affects our decisions, from its roots in our evolutionary history, to technology and artificial intelligence today. You'll discover how human nature affects how people decide, whether they are making choices for grocery shopping, or their retirement investments. The first edition of The Business of Choice was awarded the 2016 Berry - American Marketing Association Book Prize for Best Book in Marketing.

2. Record Nr.	UNINA9910962649303321
Autore	Epps Garrett
Titolo	American epic : reading the U.S. Constitution / / Garrett Epps
Pubbl/distr/stampa	Oxford, : Oxford University Press, 2013
ISBN	0-19-997476-4 0-19-997475-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (301 p.)
Classificazione	LAW018000
Disciplina	342.7302
Soggetti	Constitutional law - United States Constitutions - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Preface: How to Read a Constitution; Acknowledgments; Preamble: "Tell me, Muse, how it all began"; Article I: A Tale of Two Cities; Article II: Under the Bramble Bush; Article III: Solomon's Sword; Article IV: All God's Children; Article V: Alter or Abolish; Article VI: The Supreme Law of the Land; Article VII: Bloodless and Successful; Last Things; The Bill of Rights: National Decalogue; Quick Fixes: Eleventh and Twelfth Amendments; Democratic Vistas: Thirteenth, Fourteenth, and Fifteenth Amendments A Burst of Reform: Sixteenth, Seventeenth, Eighteenth, and Nineteenth Amendments Hangover Remedies: Twentieth through Twenty-Second Amendments; Dreams and Nightmares: The Twenty-Third through Twenty-Sixth Amendments; Madison's Return: The Twenty-Seventh Amendment; Appendix: The United States Constitution; Notes; Index;

Sommario/riassunto

In 1987, E.L. Doctorow celebrated the Constitution's bicentennial by reading it. ""It is five thousand words long but reads like fifty thousand,"" he said. Distinguished legal scholar Garrett Epps--himself an award-winning novelist--disagrees. It's about 7,500 words. And Doctorow ""missed a good deal of high rhetoric, many literary tropes, and even a trace of, if not wit, at least irony,"" he writes. Americans may venerate the Constitution, ""but all too seldom is it read."" In American Epic, Epps takes us through a complete reading of the Constitution--even the ""boring"" parts--to achieve an