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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.
