

Misbehaving La Nascita Delleconomia Comportamentale Einaudi Passaggi

Il neuromarketing si propone di indirizzare, ispirare e guidare le aziende e le organizzazioni a comprendere in modo più profondo - e connesso alle trasformazioni culturali, sociali ed economiche - i bisogni, le attese e i desideri delle persone per favorire il miglioramento continuo delle proprie strategie di marketing, di comunicazione, di management e di brand equity. Questo manuale vi accompagnerà nel viaggio che, partendo dal racconto delle basi scientifiche del neuromarketing e della sua genesi, vi condurrà a scoprire tutti i possibili ambiti di riferimento e le nuove frontiere di applicazione come il neuro-design thinking, il neurobranding, il neuroselling, il neuroretail, il neuromanagement, la neuroleadership, la neuroeconomia e la neuroetica.

Sul piano pedagogico, nei più di 50 anni di storia che ci separano dal '68 – caratterizzati in gran parte da miopia progettuale, aggiustamenti-tampone dell'esistente, tatticismi dalla vista corta – l'unica eredità condivisa in contro tendenza, che rinasce continuamente dalle ceneri della dimenticanza e dalle spinte conservatrici della rimozione, è l'esperienza pedagogica ed umana di don Milani. Il famoso pamphlet Lettera ad una professoressa è del 1967 e quel testo intercetta temi, problemi, prospettive storico-politico-socio-pedagogiche che, affrontati subito e nella giusta maniera, forse avrebbero spuntato le armi della successiva protesta sessantottina, con tutti gli eccessi che si conoscono. Di fatto, le denunce del Sessantotto furono elaborate in proposte di cambiamento in parte, e solo più tardi, tra circospezioni e reticenze. Il volume esplora questa dialettica di continuità/discontinuità dal punto di vista della pedagogia generale e della storia della pedagogia, mostrando, nelle quattro sezioni in cui è articolato, quanto, in fondo, essa resti tuttora irrisolta. Emblematico in questo senso il "caso" della scuola pedagogica patavina, con il suo protagonista Marcello Peretti, a cui è dedicata, appunto, l'intera quarta parte del libro.

This textbook looks at decisions – how we make them, and what makes them good or bad. In this bestselling introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of behavioral economics to improve your life and work – and to make the world a better place to boot. No advanced mathematics is required. This is an ideal textbook for students coming to behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more about this intriguing subject. New to this Edition: - An updated chapter on behavioral policy and the nudge agenda. - Several new sections, for example on the economics of happiness. - Updated examples and exercises, with an expanded answer key - Refreshed ancillary resources make for a plug and play experience for instructors teaching behavioral economics for the first time.

A ground-breaking exploration of our ignorance - informed by several exclusive studies across over 40 countries.

Se comprare o meno il biglietto del treno, se andare o meno a un concerto, se tenersi il proprio lavoro o lasciarlo per inseguire la propria passione. E ancora, per chi votare, se vaccinare o meno i propri figli, se perdonare o meno la persona amata. La nostra vita è composta dalle scelte che facciamo, scelte piccole o grandi, scelte che determinano chi siamo e orientano il nostro futuro. Scelte che, nella maggioranza dei casi, sono sbagliate. La nostra mente, infatti, ci inganna in continuazione, facendoci apparire del tutto razionali e scontate decisioni basate su trappole, scorciatoie, bias cognitivi e pregiudizi: il nostro processo decisionale ci apparirà sempre semplice e lineare, quando invece scegliere tra due tipi di pasta al supermercato può essere complesso quanto mandare un astronauta in orbita. Sara Garofalo, psicologa e ricercatrice, invita il lettore a mettersi alla prova: ognuno dei capitoli di questo libro contiene test, indovinelli ed esercizi in cui si è chiamati a prendere delle decisioni apparentemente semplici e scontate, ma che in realtà mettono in luce i nostri errori e ci aiutano a capire come funziona il nostro cervello. Un libro che aiuta a imparare dagli errori e insegna ad azzeccare la prossima scelta. From the Nobel Prize-winning author of *Thinking, Fast and Slow* and the coauthor of *Nudge*, a revolutionary exploration of why people make bad judgments and how to make better ones--"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In *Noise*, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made *Thinking, Fast and Slow* and *Nudge* groundbreaking New York Times bestsellers, *Noise* explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

L'alienazione sembra scomparsa dalla scena. La tecnica come apparato e il neoliberalismo come ideologia politica offrono una affascinante illusione di individualità, libertà e creatività. Se tutti sono "imprenditori di se stessi" e ognuno è illuso di poter essere creativo e innovativo grazie alla tecnica, nessuno sembra alienato e nessuno si percepisce tale. In realtà l'alienazione non è scomparsa, semmai è più pervasiva di ieri (dalla gig economy alla fabbrica 4.0 ai social media e social network), ma è ben mascherata dallo stesso sistema tecnocapitalista che la produce. L'autore evidenzia la forma più pericolosa di alienazione, tra le molte che compongono la grande alienazione, ossia la crescente delega conferita alla tecnica, dove sono gli algoritmi a decidere. La grande alienazione è una ulteriore tappa della riflessione che Lelio Demichelis svolge da tempo su tecnica e capitalismo. L'autore rilegge la teoria critica francofortese, il pensiero di Michel Foucault e le figure di Narciso, Pigmalione e Prometeo, in nome della riscoperta di un individuo capace di uscire dalla gabbia d'acciaio virtuale/caverna platonica del tecno-capitalismo, per costruire un noi che non sia solo un dover essere connessi in rete o un dover condividere sui social.

NAMED ONE OF THE BEST NOVELS OF THE YEAR BY The Wall Street Journal • American Library Association • Kirkus Reviews A stunning allegorical novel about one man's enduring love for his daughter In *Enon*, Paul Harding follows a year in the life of Charlie Crosby as he tries to come to terms with a shattering personal tragedy. Grandson of George Crosby (the protagonist of *Tinkers*), Charlie inhabits the same dynamic landscape of New England, its seasons mirroring his turbulent emotional odyssey. Along the way, Charlie's encounters are brought to life by his wit, his insights into history, and his yearning to understand the big questions. A stunning mosaic of human experience, *Enon* affirms Paul Harding as "a contemporary master and one of our most important writers" (Publishers Weekly, starred review). Look for special features inside. Join the Random House Reader's Circle for author chats and more. "Harding conveys the common but powerful bond of parental love with devastating accuracy. . . . [He] is a major voice in American fiction."—Chicago Tribune "Paul Harding's novel *Tinkers* won the Pulitzer Prize; its stunning successor, *Enon*, only raises the bar."—O: The Oprah Magazine "Extraordinary . . . a darkly intoxicating read . . . [Harding's] prose is steeped in a visionary, transcendentalist tradition that echoes Blake, Rilke, Emerson, and Thoreau."—The New Yorker "So wild and riveting it's practically an aria . . . Harding is a superb stylist."—Entertainment Weekly "[Charlie's grief], shaped by a gifted writer's caressing attention, can bring about moments of what Charlie calls

'brokenhearted joy.'"—The Wall Street Journal "Astonishing . . . a work of fiction that feels authentic as memoir."—Financial Times "Read Enon to live longer in the harsh, gorgeous atmosphere that Paul Harding has created."—San Francisco Chronicle

In this textbook Alan Bryman provides a detailed and critical examination of the literature on leadership in organizations, giving special recognition to the needs of students of organizational behaviour and the social psychology of organizations. After an examination of the complexity of the concept of leadership, the author describes the major approaches to the analysis of leadership in organizations, including: the idea that effective leaders have special traits; the various attempts to examine leader behaviour; normative approaches to the study of leadership; and the various theories which emphasize the importance of recognizing situational differences in understanding leadership effectiveness.

Winner of the Nobel Prize in Economics Get ready to change the way you think about economics. Nobel laureate Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Misbehaving is his arresting, frequently hilarious account of the struggle to bring an academic discipline back down to earth—and change the way we think about economics, ourselves, and our world. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of rationality assumed by economists. In other words, we misbehave. More importantly, our misbehavior has serious consequences. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments. Coupling recent discoveries in human psychology with a practical understanding of incentives and market behavior, Thaler enlightens readers about how to make smarter decisions in an increasingly mystifying world. He reveals how behavioral economic analysis opens up new ways to look at everything from household finance to assigning faculty offices in a new building, to TV game shows, the NFL draft, and businesses like Uber. Laced with antic stories of Thaler's spirited battles with the bastions of traditional economic thinking, Misbehaving is a singular look into profound human foibles. When economics meets psychology, the implications for individuals, managers, and policy makers are both profound and entertaining. Shortlisted for the Financial Times & McKinsey Business Book of the Year Award

This classic, cogent analysis of the major theories of persuasive communication includes many examples from advertising, the legal profession and social sciences research.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, No Rules Rules is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. Consumer Culture is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

Personal uniqueness can make entrepreneurs and freelancers stand out when they struggle in an increasingly overcrowded market. Communication and relationships can be strategically leveraged for entrepreneurial success. Mastermind Community groups seek to affirm and recover the art of conversation to build effective relationships

Devono le leggi economiche dominare i rapporti sociali? Nell'ambito di questo dilemma, nella ricerca di un equilibrio, si muove il presente lavoro. Due sono i pilastri su cui esso si fonda: argomenti e temi giuridici da un lato, che, però, hanno anche un impatto economico, e, dall'altro, la pretesa di egemonia del dato economico su ogni altro valore. Pretesa molte volte ammantata di scientificità, che travolge i rapporti reciproci, influenza il caos delle stesse pronunce giudiziali e il caos normativo, rendendo incerto il destino delle persone. "Per aver paura dei magistrati non bisogna essere necessariamente colpevoli (ma anche con gli economisti non si scherza)" ironizza l'autore, e in questo importante saggio, per contenuti e dimensioni, con

garbo e autorevolezza ci spiega chiaramente il perché. Francesco Felis è nato ad Albenga (SV) nel 1957. Vive a Genova dal 1967, dove si è laureato in Giurisprudenza con 110 e lode nel 1982. È notaio dal 1988. Autore di molteplici pubblicazioni, giuridiche e non, è intervenuto a diversi convegni giuridici e politici.

Ci stiamo ormai abituando a sopravvivere in un contesto di difficoltà permanente: ambientale, economica, finanziaria e anche sanitaria. Crisi di ogni tipo si susseguono senza sosta. Questo accade perché il modello - sociale, economico, culturale - è degenerato, diventando incontrollabile. Un circolo vizioso collega la speculazione finanziaria alla mancanza di lavoro, i problemi economici ai disastri climatici, l'inquinamento alla diffusione di malattie ed epidemie. A causare tutto questo è la crisi dei valori dell'ultimo capitalismo. L'etica dell'efficienza produttiva e finanziaria, che ha determinato decenni di crescita economica e ha consentito l'accesso alla conoscenza e allo sviluppo sociale per larghe fasce della popolazione, non è più in grado di svolgere la sua funzione. Questo modello nel corso del tempo ha tolto centralità all'uomo, sostituendolo con il denaro e poi con le tecnologie. L'unica via d'uscita è rifondare la società su basi etiche diverse: non è possibile rimanere sani in un mondo malato.

Standard economics theory is built on the assumption that human beings act rationally in their own self interest. But if rationality is such a reliable factor, why do economic models so often fail to predict market behavior accurately? According to Richard Thaler, the shortcomings of the standard approach arise from its failure to take into account systematic mental biases that color all human judgments and decisions.

Powerful Hidden Forces (Biases) Impair Our Decisions. Here is a Comprehensive Collection Biases to Help You Understand How They Work and How to Overcome Them Are you a manager in the financial services sector, and wish to avoid a situation like the recent financial crisis? Do you know that all of us have mental blind spots which prevent us from being rational? If you have seen or read about the recent financial crisis that straddled across the globe and brought down some of the oldest and most venerated financial institutions in the world, then you need this book! In this book, I share authentic research findings on cognitive biases and how they impact our judgment. These are powerful biases that you must avoid in order to succeed. Improve Your Judgment by Knowing How Biases Work This book is a comprehensive guide on cognitive biases, with inputs from real academic research with full references. If you are a financial sector executive and want to learn how to improve decisions, then this book is for you. In this book you will: * Identify the most powerful cognitive biases that impair business and financial decisions * Understand how cognitive biases work * Learn techniques to overcome them Here are the answers to some questions you might have about this book: Q: What is this book about? A: This book is a guide on how to identify cognitive biases. In this book, you learn about powerful biases which afflict the world of business and banking. Understanding how biases work (Bias-in-Action) can help avoid these biases, and at times even use the presence of biases in our competitors to our advantage. Q: What kind of techniques will I get to learn in this book? A: This is a comprehensive collection of all empirically proven cognitive biases that impair our decisions. In this book, I bring out the most powerful cognitive biases that impair judgment. You will also get to learn about more biases that impair decisions in business and banking. Q: Do I need to have prior qualifications before I read this book? A: The only thing that is required is your keenness to learn. Some experience in the financial sector or knowledge of basic economics can make the grasping faster, but it is not a prerequisite. Every day that you delay is another day that you stagnate in your growth as a manager-leader. Take action now and buy this book by clicking the 'Buy now with 1-click' button

MindScience documents a seminal moment in the historic dialogue between modern science and Buddhism. The Harvard Mind Science Symposium, hosted by the university's Mind/Body Medical Institute, was groundbreaking, bringing together prominent authorities in the fields of psychiatry, psychology, neuroscience, and education with Buddhism's most noted representative, the Dalai Lama. Participants included several well-known authors—Daniel Goleman (Emotional Intelligence), Herbert Benson (The Relaxation Response), and writer and research psychologist Howard Gardner among them—as well as esteemed faculty from Harvard Medical School and elsewhere. Together, they sparked a new generation's interest in the workings of perception, cognition, and the mind/body connection.

Da secoli la fiducia nell'autorità e nel prossimo è un decisivo collante sociale e il funzionamento della società si basa sul fidarsi l'un l'altro degli esseri umani: guardiamo con sospetto il politico (disonesto?), il banchiere (ladro?) e lo scienziato (ciarlatano?), ma alla fine votiamo, investiamo, prendiamo le medicine. Ma nell'epoca dell'infodemia, della pseudoscienza social e delle fake news, com'è possibile fidarsi? E di chi? Con la rabbia prima e il distanziamento sociale poi, anche il prossimo è un untore, un estraneo di cui diffidare. Antonio Sgobba ricostruisce la storia e la filosofia della fiducia nel passato e ne descrive il mutamento, per capire cosa ne sarà in futuro: come combineremo legittimo sospetto e autorità? Di chi ci potremo fidare per distinguere informazioni accurate e bufale? Torneremo mai ad aver fiducia nel prossimo?

This collection of papers by scholars in the field of economic psychology aims to demonstrate the varied ways in which the insights of psychology have been applied to the understanding of economic behaviour. The volume attempts to reveal how the application of psychology to economics restores its veracity and to demonstrate the relevance of economics to the human condition and to efforts to improve it.

Fifty of today's most prominent social psychologists describe their scholarship, focusing on the human and personal side of the "life of the mind." Each author spotlights his or her least appreciated work, and discusses theory, methods, findings, or application. The contributors also use this opportunity to provide the context behind their work. Some authors describe their mentors, the influential figures who led them to certain areas of research. Others offer advice to young researchers who are just entering the field and who can learn from their predecessors' mistakes and miscalculations. These contributors address issues like how to prepare for, and make the most of, a professorship in a liberal arts college context, and how to frame a research question, title an article, handle a controversy, pursue a passion, devise a method, think about a meta-analysis, and write persuasively. Still others discuss what makes their research important to them and to the field, describing the impact of their work on their own future research agendas. In fifty engaging and succinct essays, these eminent psychologists pull back the curtain on their professional lives. Their stories are personal and touch on relationships, passion for ideas, and the emotional highs and lows of academic life. This book is a truly unique glimpse behind scenes of social psychology and the people who have advanced the field.

Winner of the Nobel Memorial Prize in Economic Sciences Richard Thaler challenges the received economic wisdom by revealing many of the paradoxes that abound even in the most

painstakingly constructed transactions. He presents literate, challenging, and often funny examples of such anomalies as why the winners at auctions are often the real losers—they pay too much and suffer the "winner's curse"—why gamblers bet on long shots at the end of a losing day, why shoppers will save on one appliance only to pass up the identical savings on another, and why sports fans who wouldn't pay more than \$200 for a Super Bowl ticket wouldn't sell one they own for less than \$400. He also demonstrates that markets do not always operate with the traplike efficiency we impute to them.

A few words will suffice to justify the preparation of an introduction to English readers of Joseph de la Vega and 's Confusion de Confusiones. His book is the first that describes the practices of any stock exchange; it makes evident a high development of practices, with puts, calls, pools, and manipulations; and it appeared as early as the seventeenth century. Not inappropriately the stock exchange described is that of Amsterdam, a city which at the date of the volume and 's publication — 1688 — was still the leading financial center of the world. The book, to be sure, is hardly a systematic account of the institution; the author pursued moral, philosophical, and rhetorical objectives, and, while saying a lot that seems now to be of little value, manages somehow to leave unsaid a great deal that would be of interest for us. Nevertheless, it represents, even in its peculiar form, a really important source of information about the stock exchange, and indeed about the Dutch business world of that period.

Taking Brand Initiative offers a revolutionary approach to corporate branding that looks beyond the marketing value of brands company-to-customer and the HR significance of brands company-to-employee. It places the management of brands at the senior level of management as it radiates throughout the organization. In this groundbreaking book, international branding thought leaders, Mary Jo Hatch and Make Schultz explain how a company's brand is just as important to Outsiders—politicians, suppliers, and analysts as it is to company insiders. They show how only the corporate brand can integrate all the company's staff functions and provide a vision for competition and globalization.

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminario Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

The Persuasion Code Capture, convince, and close—scientifically Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It'll teach you the value of the award-winning persuasion model NeuroMap™ : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results. Written by the founders of SalesBrain who pioneered the field of neuromarketing SalesBrain has trained more than 100,000 executives worldwide including over 15,000 CEO Includes guidance for creating your own neuromarketing plan Advance your business or career by creating persuasive messages based on the working principle of the brain.

Nel 49° Super Bowl, l'allenatore dei Seahawks, Pete Carroll, fece una delle chiamate più controverse nella storia del football: con 26 secondi dalla fine della partita e a poche yard dalla linea di meta dei Patriots, chiese alla sua squadra di eseguire uno schema di lancio invece di un meno rischioso schema di corsa. Il passaggio venne intercettato e i Seahawks vennero sconfitti. I critici la definirono la più stupida giocata della storia. Ma quella chiamata fu davvero così brutta? Oppure Carroll disegnò un grande schema rovinato solo dalla sfortuna? Anche la decisione migliore non produce sempre il miglior risultato. C'è sempre un elemento di fortuna che non puoi controllare, e ci sono sempre informazioni importanti di cui non disponiamo. Quindi la chiave del successo è quella di pensare alle decisioni come fossero delle scommesse: quanto ne sono sicuro? Quali sono i modi possibili in cui le cose potrebbero andare? Quale decisione ha le più alte probabilità di successo? Sono incappato in quel 10% di probabilità che le cose potessero andare male? Oppure il mio successo è più attribuibile alla fortuna piuttosto che al merito del mio processo decisionale? Annie Duke, ex campionessa della World Series of Poker, è diventata una nota consulente aziendale attingendo dalla sua esperienza di giocatrice di poker. Nei suoi seminari insegna a prendere decisioni migliori. Per la maggior parte delle persone infatti è difficile dire "Non sono sicuro" in un mondo che apprezza e, addirittura, ricompensa l'aspetto della certezza. Ma i giocatori professionisti di poker si sentono a loro agio con il fatto che le grandi decisioni non portano sempre a grandi esiti e che le decisioni sbagliate non portano sempre a risultati negativi. Spostando il tuo pensiero dall'esigenza di certezza all'obiettivo di valutare accuratamente ciò che sai e ciò che non sai, sarai meno vulnerabile alle emozioni reattive, ai pregiudizi e alle abitudini distruttive nel prendere decisioni. Diventerai più sicuro, calmo, tollerante e avrai più successo nel lungo periodo.

What does game theory tell us about rational behavior? Is there such a thing as rational behavior, and if so, is it of any use to us? In this fascinating book, renowned Hungarian economist Laszlo Mero shows how game theory provides insight into such aspects of human psychology as altruism, competition, and politics, as well as its relevance to disparate fields such as physics and evolutionary biology. This ideal guide shows us how mathematics can illuminate the human condition.

"Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year overseas, closely observing people in their homes. His goal: to uncover their

hidden desires and turn them into breakthrough products for the world's leading brands. In a world besotted by the power of Big Data, he works like a modern-day Sherlock Holmes, accumulating small clues to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl's bedroom helped revolutionize 1,000 stores, spread across twenty countries, for one of Europe's largest fashion retailers. In Dubai, a bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159 percent in only a year. And in China, the look of a car dashboard led to the design of the Roomba vacuum - a great American success story. How? Lindstrom connects the dots in this globetrotting narrative that will fascinate not only marketers and brand managers, but anyone interested in the infinite variations of human behavior. The Desire Hunter combines armchair travel with forensic psychology into an interlocking series of international clue-gathering detective stories. It presents a rare behind-the-scenes look at what it takes to create global brands; and along the way, reveals surprising and counter-intuitive truths about what connects us all as humans"--

I media digitali e i social network, in questi anni, hanno concorso a intensificare le comunicazioni. Per un verso, queste piattaforme sembrano realizzare una liberalizzazione dei processi informativi, per l'altro, possono diventare l'habitat più congeniale alla diffusione delle fake news e/o fungere da volano all'hate speech. Coniugando l'analisi teorico-giuridica con la disamina della normativa, il volume costituisce un utile strumento per chiunque voglia approcciarsi allo studio di tali fenomeni.

This book sheds light on the emotional side of risk taking behaviour using an innovative cross-disciplinary approach, mixing financial competences with psychology and affective neuroscience. In doing so, it shows the implications for market participants and regulators in terms of transparency and communication between intermediaries and customers.

Leadership lessons from the iconic brand you can use to drive Disney-style success In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

In Warren Buffett. Dentro la mente del migliore investitore al mondo Robert Hagstrom conduce un'analisi inedita sulla saggezza dell'oracolo di Omaha e sul suo pensiero. Celebre per i suoi esami approfonditi sui metodi di investimento di Buffett, in questo libro Hagstrom risponde a una domanda molto più ampia: da dove derivano quei metodi? Ripercorrendo le molteplici influenze sul pensiero del grande investitore, Hagstrom descrive una visione del mondo complessa e ricca di sfumature, che si riflette non solo nella pratica degli investimenti ma anche nelle altre sfere dell'agire umano. Lo stesso Buffett ha dato un nome memorabile a questa mentalità: la "Money Mind". Che cos'è di preciso una Money Mind? A livello basilare è un modo di pensare alle grandi questioni finanziarie, per esempio l'allocazione dei capitali. A un livello successivo è la mentalità necessaria per investire con successo nel dinamico mercato azionario di oggi, che richiede la volontà di imparare, la capacità di adattarsi e di non dar retta al rumore di fondo. A un livello ancora ulteriore è un ampio costrutto filosofico ed etico, che ci dice molto sulla persona a cui lo applichiamo: chi ha una Money Mind è una persona che ha ottime probabilità di avere successo in molti aspetti della vita, compresi gli investimenti. Questo non è un libro sul metodo. È un libro sul pensiero di Warren Buffett. Esamina una serie di correnti filosofiche – individualismo, stoicismo, razionalismo e pragmatismo – e i loro contributi alle decisioni di un investitore intelligente. Ripercorre inoltre l'evoluzione del value investing, spiega come si sviluppa una mentalità "business-driven" e descrive i tratti imprescindibili di una gestione attiva di successo del proprio portafoglio. In sintesi, è un libro che aiuta i lettori a comprendere i mattoni che edificano una Money Mind, affinché possano iniziare ad applicare gli stessi principi al servizio di una vita che abbia valore.

Cosa può dirci un bicchier d'acqua sulla natura dell'uomo e sulla storia del mondo? Molto più di quanto si potrebbe sospettare, ci insegna Safi Bahcall. Infatti, il modo in cui un gruppo omogeneo di persone reagisce alle idee più rivoluzionarie, abbracciandole con entusiasmo o bollandole come folli e irrealizzabili, dipende dalla sua struttura, proprio come la struttura delle molecole di H2O determina se nel nostro bicchiere troveremo acqua dissetante o un blocco di ghiaccio. Prendendo spunto dalla scienza delle transizioni di fase della materia, "Idee folli" ci guida alla scoperta di come nascono le idee rivoluzionarie che hanno plasmato il mondo che conosciamo, del modo migliore per proteggerle e coltivarle, raggiungendo il delicato equilibrio fra la flessibilità dell'inventore e del ricercatore e la rigidità di chi si occupa di renderle realizzabili, replicabili e riproducibili in serie.

A definitive and wide-ranging overview of developments in behavioural finance over the past ten years. This second volume presents twenty recent papers by leading specialists that illustrate the abiding power of behavioural finance.

La complessità sociale determinata dallo sviluppo di una società globale dove i confini diventano quasi indefiniti, ha portato grandi sfide per la piccola e media impresa, in generale per tutti gli imprenditori/professionisti. La differenziazione e il successo di ogni attività avviene grazie alla capacità di comunicare l'unicità della Persona. Tutto questo è possibile dopo aver sviluppato la relazione con noi stessi per far emergere il proprio modo di essere fatto di valori e convinzioni. Di conseguenza si sarà in grado di creare relazioni significative con i clienti ma anche con altri professionisti o imprenditori. È dimostrato che quando due menti si uniscono, creano sempre una terza forza, intangibile e invisibile, che possiamo paragonare a una terza mente, superiore. È quello che avviene nei Mastermind Group dove gruppi di persone si incontrano periodicamente in uno spirito di armonia, per discutere e aiutarsi a vicenda a realizzare il proprio progetto imprenditoriale, e favorire la propria crescita personale. In questo modo recuperiamo le relazioni umane come leva strategica per creare sinergie efficaci. Le relazioni favoriscono lo sviluppo personale e professionale di ognuno.

A uniquely broad, comprehensive and sophisticated analysis of an early modern fiscal system.

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