

Hooked How To Build Habit Forming Products

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Hooked - Patrick Fagan
2016-05-23
In this insightful, engaging and entertaining book, you will learn the amazing secrets of effective communication gleamed in recent years from neuroscience and behavioural economics. You'll discover 8 simple rules that you can effectively, simply apply to your business

and work so your messages are never ignored.

Evil by Design - Chris Nodder 2013-06-17
How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design

concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride – use social proof to position your product in line with your visitors' values Sloth – build a path of least resistance that leads users where you want them to go Gluttony – escalate customers' commitment and use loss aversion to keep them there Anger – understand the power of metaphysical arguments and anonymity Envy – create a culture of status around your product and feed aspirational desires Lust – turn desire into commitment by using emotion to defeat rational behavior Greed – keep customers engaged by reinforcing the behaviors you desire Now you too can leverage

human fallibility to create powerful persuasive interfaces that people will love to use – but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

The Lean Startup – Eric Ries 2011-09-13

Most startups fail. But many of those failures are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters

companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated learning," rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, *The Lean Startup* offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in an age when companies need to innovate more than ever.

INSPIRED - Marty Cagan

2017-11-17

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and

immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition

of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

Hooked: How to Build Habit-Forming Products - Nir Eyal 2022-12-15

The Hooked workshop is designed to give you practical insights and actionable steps for building products people love and use regularly. This workshop teaches the model for customer habit formation being used by some of the world's most successful companies. There are two main elements to the

Hooked Online Workshop: the online resources and the workbook. The exercises help to reinforce the material covered in each section of the Hooked Online Workshop and encourage you to apply the model to your own product or service.

Mobilized - SC Moatti
2016-05-02

Includes case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more, this timely book presents an all-encompassing formula that makes it easy for any business to develop a strategy for creating winning mobile products.

Hacking Growth - Sean Ellis
2017-04-25

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by

bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up

the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Hooked - Nir Eyal
2014-11-04
Revised and Updated,
Featuring a New Case Study
How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. *Hooked* is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been

available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Start at the End - Matt Wallaert 2019-06-11
Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute

and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity

and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter-- and changing behavior for the better.

Hooked - 30 Minute Expert Guide: Official Summary to Nir Eyal's

Hooked - Novato Press
2014-12-18

Learn they key concepts in Nir Eyal's Hooked... in 30 minutes. This 30-minute expert guide is the official summary of Eyal's bestselling book, Hooked, and includes a foreword by the author. In Hooked author Nir Eyal distills years of research, consulting, and practical experience and provides a how-to guide for product development—a blueprint he searched for as start-up founder but never found. An essential tool for entrepreneurs, product managers, designers, marketers, and anyone else interested in driving customer engagement, the 30 Minute Expert Guide to Nir Eyal's Hooked

offers: · A chapter-by-chapter synopsis that identifies the key concepts outlined in Nir Eyal's bestselling book, Hooked · Actionable steps designed to help you implement your own habit-forming strategies and create better, more successful products · Illustrative examples of habit-forming products including Amazon, Twitter, the Bible app, and more

The Design of Everyday Things - Don Norman

2013-11-05

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of

feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

Hooked - Nir Eyal

2014-11-04

In *Hooked*, Nir Eyal reveals how successful companies create products people can't put down - and how you can too. Winner of best Marketing book in 800-CEO-READ Business Book Awards 2014. Why do some products capture our attention while others flop? What makes us engage with certain things out of sheer habit? Is there an underlying pattern to how technologies hook us? Nir Eyal answers these questions (and many more) with the Hook Model - a four-step process that, when embedded into products, subtly encourages customer behaviour. Through consecutive "hook cycles," these products bring people back again and again without depending on costly advertising or aggressive messaging. *Hooked* is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a

start-up founder - not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behaviour. Eyal provides readers with practical insights to create user habits that stick; actionable steps for building products people love; and riveting examples from the iPhone to Twitter, Pinterest and the Bible App. Nir Eyal spent years in the video gaming and advertising industries where he learned, applied, and at times rejected, techniques described in Hooked to motivate and influence users. He has taught courses on applied consumer psychology at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design and is a frequent speaker at industry conferences and at Fortune 500 companies. His writing

on technology, psychology, and business appears in the Harvard Business Review, The Atlantic, TechCrunch, and Psychology Today. Ryan Hoover's writing has appeared in TechCrunch, The Next Web, Forbes, and Fast Company. After working on Hooked with Nir Eyal, Hoover founded Product Hunt, a company that has been described as "the place to discover the next big things in tech."

Hooked - 2014

In an age of ever-increasing distractions, quickly creating customer habits is an important characteristic of successful products. How do companies create products people use every day? What is the psychology behind building the services customers love? How can designers create products compelling enough to "hook" users? Nir Eyal has constructed a framework for understanding and designing habit-forming products. Nir will share the tactics companies

like Facebook, Pinterest, and Twitter use to drive daily engagement. Nir Eyal Founder, NirAndFar.com. *The Productivity Project* - Chris Bailey 2016-01-05

A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to

no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. The Productivity Project—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you: · slowing down to work more deliberately; · shrinking or eliminating the unimportant; · the rule of three; · striving for imperfection; · scheduling less time for important tasks; · the 20 second rule to distract yourself from the inevitable distractions; · and the concept of productive procrastination. In an

eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

Don't Make Me Think, Revisited - Steve Krug
2014

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

Succeed - Heidi Grant Halvorson, Ph.D.
2010-12-23

Read Heidi Grant Halvorson's blogs and other content on the Penguin Community. Just in time for New Year's resolutions, learn how to reach your goals—finally—by overcoming the many hurdles that have defeated you before. Most of us have no idea why we fail to reach our goals. Now Dr. Heidi Grant Halvorson, a rising star in the field of social psychology shows us how to overcome the hurdles that have defeated us before. Dr. Grant Halvorson offers insights—many

surprising—that readers can use immediately, including how to:

- Set a goal so that you will persist even in the face of adversity
- Build willpower, which can be strengthened like a muscle
- Avoid the kind of positive thinking that makes people fail

The strategies outlined in this book will not only help everyone reach their own goals but will also prove invaluable to parents, teachers, coaches, and employers. Dr. Grant Halvorson shows readers a new approach to problem solving that will change the way they approach their entire lives.

Watch a Video

Hegarty on Creativity: There Are No Rules -

John Hegarty 2014-04-22
A look into what lies behind creativity from one of the advertising industry's leading players Creativity isn't an occupation; it's a preoccupation. It is challenge for everyone in the modern world—from business and advertising to education and beyond. Here, the world-famous

advertising creative
John Hegarty offers a pocket bible of creative thinking, aimed at provoking, challenging, and inspiring greater heights of innovation. From Renaissance art to rock 'n' roll, Hegarty takes a wide-angle view of creativity as he sets out to demystify the many ups-and-downs that can arise during the creative process. Paralyzed by the blank page? Daunted by cynics in the workplace? Money leading you astray? Hegarty combines personal experience and anecdotes along with clear, pragmatic, and good-humored insight into tackling all creative challenges head on. Over fifty entries, including "Good is the Enemy of Great," "Respect Don't Revere," "Get Angry," and "Bad Weather" relay useful and generous advice on how best to improve, sustain, and nurture creativity in any profession. Accompanied by copious irreverent line drawings from Hegarty's own sketchpad,

Hegarty on Creativity is concise, accessible, and richly rewarding.
Identified Versus Statistical Lives - I. Glenn Cohen 2015
Human beings show a greater inclination to assist (and avoid harming) persons and groups identified as those at high risk of great harm than to assist (and avoid harming) persons and groups who will suffer (or already suffer) similar harm but are not identified (as yet). The problem touches almost every aspect of human life and politics: health, the environment, the law. This volume is the first book to tackle the effect from all necessary perspectives.
Seductive Interaction Design - Stephen P. Anderson 2011-06-13
What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In *Seductive Interaction Design*, speaker and author

Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act. Topics include: AESTHETICS, BEAUTY, AND BEHAVIOR: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? PLAYFUL SEDUCTION: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? THE SUBTLE ART OF SEDUCTION: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? THE GAME OF SEDUCTION: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from

psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers. **Something Really New** - Denis J. Hauptly 2008

Digital Body Language - Erica Dhawan 2021-05-11
An instant Wall Street Journal Bestseller The definitive guide to communicating and connecting in a hybrid world. Email replies that show up a week later. Video chats full of "oops sorry no you go" and "can you hear me?!" Ambiguous text-messages. Weird punctuation you can't make heads or tails of. Is it any wonder communication takes us so much time and effort to figure out? How did we lose our innate capacity to understand each other? Humans rely on body language to connect and build trust, but with most of our

communication happening from behind a screen, traditional body language signals are no longer visible -- or are they? In *Digital Body Language*, Erica Dhawan, a go-to thought leader on collaboration and a passionate communication junkie, combines cutting edge research with engaging storytelling to decode the new signals and cues that have replaced traditional body language across genders, generations, and culture. In real life, we lean in, uncross our arms, smile, nod and make eye contact to show we listen and care. Online, reading carefully is the new listening. Writing clearly is the new empathy. And a phone or video call is worth a thousand emails. *Digital Body Language* will turn your daily misunderstandings into a set of collectively understood laws that foster connection, no matter the distance. Dhawan investigates a wide array of exchanges—from large

conferences and video meetings to daily emails, texts, IMs, and conference calls—and offers insights and solutions to build trust and clarity to anyone in our ever changing world. *Build Better Products* - Laura Klein 2016-11-01 It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. *Build Better Products* is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Founders, Freelancers & Rebels - Helen Jane Campbell 2021-03-31 Many creative founders and freelancers share a longing for connection, reassurance and motivation. In this book I've interviewed inspiring, brave and

creative experts across the UK and US, tapping into some incredible insights and pulling them together into this friendly guide, to offer that support which we all need from time to time. This book's for you if you've stopped feeling 'hungry' for new client work, you're starting up for the first (or second or third!) time, or you've simply run out of steam. My intention is to offer a wealth of ideas and fresh perspectives to inspire you at any stage of your independent creative career.

Mastery - George Leonard 1991

Drawing on Zen philosophy and his expertise in the martial art of aikido, bestselling author George Leonard shows how the process of mastery can help us attain a higher level of excellence and a deeper sense of satisfaction and fulfillment in our daily lives. Whether you're seeking to improve your career or your intimate

relationships, increase self-esteem or create harmony within yourself, this inspiring prescriptive guide will help you master anything you choose and achieve success in all areas of your life. In *Mastery*, you'll discover:

- The 5 Essential Keys to Mastery
- Tools for Mastery
- How to Master Your Athletic Potential
- The 3 Personality Types That Are Obstacles to Mastery
- How to Avoid Pitfalls Along the Path
- and more...

The Elements of Choice -

Eric J. Johnson

2021-10-12

A leader in decision-making research reveals how choices are designed—and why it's so important to understand their inner workings. Every time we make a choice, our minds go through an elaborate process most of us never even notice. We're influenced by subtle aspects of the way the choice is presented that often make the difference between a good decision and a bad one. How do we overcome

the common faults in our decision-making and enable better choices in any situation? The answer lies in more conscious and intentional decision design. Going well beyond the familiar concepts of nudges and defaults, *The Elements of Choice* offers a comprehensive, systematic guide to creating effective choice architectures, the environments in which we make decisions. The designers of decisions need to consider all the elements involved in presenting a choice: how many options to offer, how to present those options, how to account for our natural cognitive shortcuts, and much more. These levers are unappreciated and we're often unaware of just how much they influence our reasoning every day. Eric J. Johnson is the lead researcher behind some of the most well-known and cited research on decision-making. He draws on his original

studies and extensive work in business and public policy and synthesizes the latest research in the field to reveal how the structure of choices affects outcomes. We are all choice architects, for ourselves and for others. Whether you're helping students choose the right school, helping patients pick the best health insurance plan, or deciding how to invest for your own retirement, this book provides the tools you need to guide anyone to the decision that's right for them.

[The Lean Product Playbook](#) - Dan Olsen
2015-05-21

The missing manual on how to apply Lean Startup to build products that customers love *The Lean Product Playbook* is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve

your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers
Identify underserved

customer needs Create a winning product strategy
Decide on your Minimum Viable Product (MVP)
Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit
This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

Designing Voice User Interfaces - Cathy Pearl

2016-12-19

Voice user interfaces (VUIs) are becoming all the rage today. But how do you build one that people can actually converse with? Whether you're designing a mobile app, a toy, or a device such as a home assistant, this practical book guides you through basic VUI design principles, helps you choose the right speech recognition engine, and shows you how to measure your VUI's performance and improve upon it. Author Cathy Pearl also takes product managers, UX designers, and VUI designers into advanced design topics that will help make your VUI not just functional, but great. Understand key VUI design concepts, including command-and-control and conversational systems. Decide if you should use an avatar or other visual representation with your VUI. Explore speech recognition technology and its impact on your design. Take your VUI

above and beyond the basic exchange of information. Learn practical ways to test your VUI application with users. Monitor your app and learn how to quickly improve performance. Get real-world examples of VUIs for home assistants, smartwatches, and car systems.

Summary: Hooked - BusinessNews Publishing 2015-07-01

The must-read summary of Nir Eyal and Ryan Hoover's book: "Hooked: How to Build Habit-Forming Products". This complete summary of the ideas from Nir Eyal and Ryan Hoover's book "Hooked" provides the key to forming customer habits for your products and services. Getting your customers to use your product daily makes that product indispensable, providing significant benefits for your bottom line. To do this, companies are creating product hooks by following the Hook Model: trigger, action, rewards, investment. Added-value of this

summary: • Save time • Build long-term customer habits • Create product hooks To learn more, read "Hooked" and find out how you can form consumer habits for your products and gain loyal customers!

Founders at Work - Jessica Livingston 2008-11-01

Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! *Founders at Work: Stories of Startups' Early Days* is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries

as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

Hooked - Nir Eyal 2014-11-04

How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the "Hook Model" -- a four steps process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back over and over again, without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a startup founder - not abstract theory, but a how-to guide for

building better products. Hooked is written for product managers, designers, marketers, startup founders, and anyone who seeks to understand how products influence our behavior.

The Personal MBA 10th Anniversary Edition -

Josh Kaufman 2020-09-01

The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts and mental models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic:

entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and

available opportunities—no matter what you do (or would like to do) for a living.

High Performance Habits

— Brendon Burchard
2017-09-19

THESE HABITS WILL MAKE YOU EXTRAORDINARY.

Twenty years ago, author Brendon Burchard became obsessed with answering three questions: 1. Why do some individuals and teams succeed more quickly than others and sustain that success over the long term? 2. Of those who pull it off, why are some miserable and others consistently happy on their journey? 3. What motivates people to reach for higher levels of success in the first place, and what practices help them improve the most? After extensive original research and a decade as the world's leading high performance coach, Burchard found the answers. It turns out that just six deliberate habits give you the edge. Anyone can practice these habits and, when they do,

extraordinary things happen in their lives, relationships, and careers. Which habits can help you achieve long-term success and vibrant well-being no matter your age, career, strengths, or personality? To become a high performer, you must seek clarity, generate energy, raise necessity, increase productivity, develop influence, and demonstrate courage. The art and science of how to do all this is what this book is about. Whether you want to get more done, lead others better, develop skill faster, or dramatically increase your sense of joy and confidence, the habits in this book will help you achieve it faster. Each of the six habits is illustrated by powerful vignettes, cutting-edge science, thought-provoking exercises, and real-world daily practices you can implement right now. If you've ever wanted a science-backed, heart-centered plan to living a better quality of life, it's in your

hands. Best of all, you can measure your progress. A link to a free professional assessment is included in the book.

The Art of Leadership - Michael Lopp 2020-05-13

Many people think leadership is a higher calling that resides exclusively with a select few who practice and preach big, complex leadership philosophies. But as this practical book reveals, what's most important for leadership is principled consistency. Time and again, small things done well build trust and respect within a team. Using stories from his time at Netscape, Apple, and Slack, Michael Lopp presents a series of small but compelling practices to help you build leadership skills. You'll learn how to create teams that are highly productive, highly respected, and highly trusted. Lopp has been speaking and writing about this topic for over a decade and now maintains a Slack leadership channel with

over 13,000 members. The essays in this book examine the practical skills Lopp learned from exceptional leaders—as a manager at Netscape, a senior manager and director at Apple, and an executive at Slack. You'll learn how to apply these lessons to your own experience.

Contagious - Jonah Berger 2016-05-03
Upper Saddle River, N.J. : Creative Homeowner,
Lean B2B - Étienne Garbugli 2014-03-25
« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereá, CEO & Co-founder, UsabilityChefs
Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, *Lean B2B* consolidates the best thinking around

Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella,

Co-Founder, Datanyze
86% of Readers
Rated it 5-Stars «
Treat this book like a
map to show you where
you are and a compass to
show you the direction.
I wish I could have read
it 2 or 3 years ago. » -
Jonathan Gebauer,
Founder, exploreB2B «
Lean B2B is filled with
rock-solid advice for
technology entrepreneurs
who want a rapid-growth
trajectory. Read it to
increase your certainty
and your success rate. »
- Jill Konrath, Author
of AGILE SELLING and
Selling to Big Companies
« Probably the most
slept on book in the
Lean startup market
right now.... There is
no sugarcoating here.
Garbugli tells you
exactly what needs to
happen and how to make
it happen... literally
holds your hand and
spells it out. I was
really impressed with
the overall depth and
advice presented. » -
AJ, B2B Entrepreneur «
The book I read of which
I have learned the most.
» - Etienne Thouin,
Founder and CTO, SQLNext

Software « This book is
essential reading for
would-be entrepreneurs
who face the daunting
task of entering B2B
markets. » - Paul
Gillin, Co-Author,
Social Marketing to the
Business Customer
EMPOWERED - Marty Cagan
2020-12-03
What is it about the top
tech product companies
such as Amazon, Apple,
Google, Netflix and
Tesla that enables their
record of consistent
innovation? Most people
think it's because these
companies are somehow
able to find and attract
a level of talent that
makes this innovation
possible. But the real
advantage these
companies have is not so
much who they hire, but
rather how they enable
their people to work
together to solve hard
problems and create
extraordinary products.
As legendary Silicon
Valley coach--and coach
to the founders of
several of today's
leading tech companies--
Bill Campbell said,
"Leadership is about
recognizing that there's

a greatness in everyone, and your job is to create an environment where that greatness can emerge." The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you'll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller INSPIRED, EMPOWERED tackles head-on the reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the "feature teams" used by most companies to build technology products recruiting and coaching the members of product teams, first to

competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams EMPOWERED puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

Indistractable - Nir Eyal 2019-09-10

"Indistractable provides a framework that will deliver the focus you need to get results."
-James Clear, author of

Atomic Habits "If you value your time, your focus, or your relationships, this book is essential reading.

I'm putting these ideas into practice."

—Jonathan Haidt, author of The Righteous Mind National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your family. Another day goes by, and once again, your most important

personal and professional goals are put on hold. What would be possible if you followed through on your best intentions? What could you accomplish if you could stay focused? What if you had the power to become "indistractable?" International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing Hooked, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In Indistractable, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model.

Indistractable reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals:

- Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it
- What really drives human behavior and why "time management is pain management"
- Why your relationships (and your sex life) depend on you becoming indistractable
- How to raise indistractable children in an increasingly distracting world

Empowering and optimistic, Indistractable provides practical, novel techniques to control your time and attention—helping you live the life you really want.

Designing for Behavior Change - Stephen Wendel
2013-11-05

A new wave of products is helping people change their behavior and daily routines, whether it's exercising more (Jawbone

Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior

Identify your target audience and the behaviors they seek to change
Extract user stories and identify

obstacles to behavior
change Develop effective
interface designs that
are enjoyable to use
Measure your product's
impact and learn ways to
improve it Use practical
examples from products
like Nest, Fitbit, and
Opower

Actionable Gamification

- Yu-kai Chou 2019-12-03

Learn all about
implementing a good
gamification design into
your products,
workplace, and lifestyle
Key Features Explore
what makes a game fun
and engaging Gain
insight into the
Octalysis Framework and
its applications
Discover the potential
of the Core Drives of
gamification through
real-world scenarios
Book Description
Effective gamification
is a combination of game
design, game dynamics,
user experience, and
ROI-driving business
implementations. This
book explores the
interplay between these
disciplines and captures
the core principles that
contribute to a good
gamification design. The

book starts with an
overview of the
Octalysis Framework and
the 8 Core Drives that
can be used to build
strategies around the
various systems that
make games engaging. As
the book progresses,
each chapter delves deep
into a Core Drive,
explaining its design
and how it should be
used. Finally, to apply
all the concepts and
techniques that you
learn throughout, the
book contains a brief
showcase of using the
Octalysis Framework to
design a project
experience from scratch.
After reading this book,
you'll have the
knowledge and skills to
enable the widespread
adoption of good
gamification and human-
focused design in all
types of industries.
What you will learn
Discover ways to use
gamification techniques
in real-world situations
Design fun, engaging,
and rewarding
experiences with
Octalysis Understand
what gamification means
and how to categorize it

Leverage the power of different Core Drives in your applications
Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies
Examine the fascinating intricacies of White Hat and Black Hat Core Drives
Who this book is for
Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

Webs of Influence -

Nathalie Nahai
2012-12-14

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront

of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. *Webs of Influence* delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level - with dazzling results.