

The Choice Factory 25 Behavioural Biases That Influence What We Buy

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In THE CHOICE FACTORY Richard Shotton pays homage to the intrepid pioneers of Behavioural Economics, exploring the psychological shortcuts we (as makers of 35,000 daily decisions) take. The book contains 25 tight chapters, each covering a cognitive bias from mood to confirmation, media context to price.

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The Choice Factory : 25 Behavioural Biases That Influence ...

The Choice Factory: 25 Behavioral Biases that Influence What We Buy - Richard Shotton (2018) behavioralecon 2018-03-23T15:14:14+00:00. From the publisher: Before you can influence decisions, you need to understand what drives them. In The Choice Factory, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behavior is shaped by psychological shortcuts.

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The Choice Factory is written in an entertaining and highly-accessible format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls.

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THE CHOICE FACTORY | Richard Shotton

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