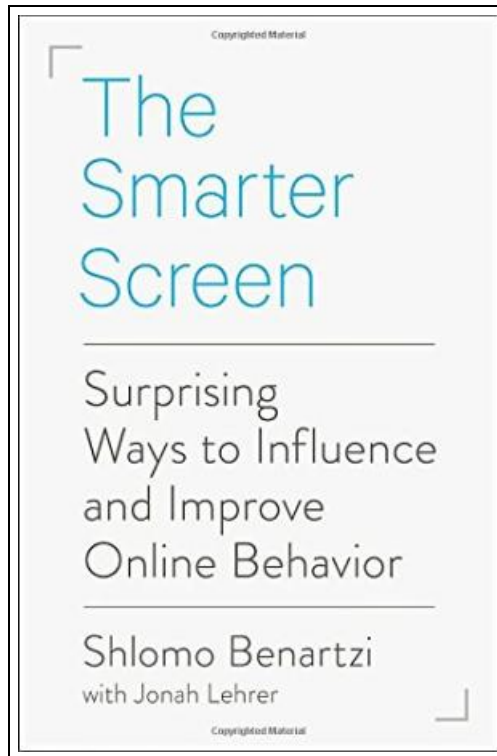


## The Smarter Screen: Surprising Ways to Influence and Improve Online Behavior (Paperback)



Filesize: 7.5 MB

### **Reviews**

*A fresh electronic book with a brand new perspective. It is actually rally exciting throgh reading period of time. I am easily will get a enjoyment of looking at a composed pdf.*

*(Eleanore Ernsner)*

## THE SMARTER SCREEN: SURPRISING WAYS TO INFLUENCE AND IMPROVE ONLINE BEHAVIOR (PAPERBACK)



To download **The Smarter Screen: Surprising Ways to Influence and Improve Online Behavior (Paperback)** PDF, make sure you click the button below and save the file or gain access to additional information which might be related to THE SMARTER SCREEN: SURPRISING WAYS TO INFLUENCE AND IMPROVE ONLINE BEHAVIOR (PAPERBACK) ebook.

PORTFOLIO, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. A leading behavioral economist reveals the tools that will improve our decision making on screens Office workers spend the majority of their waking hours staring at screens. Unfortunately, few of us are aware of the visual biases and behavioral patterns that influence our thinking when we re on our laptops, iPads, smartphones, or smartwatches. The sheer volume of information and choices available online, combined with the ease of tapping buy, often make for poor decision making on screens. In The Smarter Screen, behavioral economist Shlomo Benartzi reveals a tool kit of interventions for the digital age. Using engaging reader exercises and provocative case studies, Benartzi shows how digital designs can influence our decision making on screens in all sorts of surprising ways. For example: - You re more likely to add bacon to your pizza if you order online. - If you read this book on a screen, you re less likely to remember its content. - You might buy an item just because it s located in a screen hot spot, even if better options are available. - If you shop using a touch screen, you ll probably overvalue the product you re considering. - You re more likely to remember a factoid like this one if it s displayed in an ugly, difficult-to-read font. Drawing on the latest research on digital nudging, Benartzi reveals how we can create an online world that helps us think better, not worse. From the Hardcover edition.



[Read The Smarter Screen: Surprising Ways to Influence and Improve Online Behavior \(Paperback\) Online](#)  
[Download PDF The Smarter Screen: Surprising Ways to Influence and Improve Online Behavior \(Paperback\)](#)

## Relevant Books



**[PDF] Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook**

Click the web link under to download "Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook" file.

[Download ePub »](#)



**[PDF] Twelve Effective Ways to Help Your ADD/ADHD Child: Drug-Free Alternatives for.**

Click the web link under to download "Twelve Effective Ways to Help Your ADD/ADHD Child: Drug-Free Alternatives for." file.

[Download ePub »](#)



**[PDF] 13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)**

Click the web link under to download "13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)" file.

[Download ePub »](#)



**[PDF] Your Planet Needs You!: A Kid's Guide to Going Green**

Click the web link under to download "Your Planet Needs You!: A Kid's Guide to Going Green" file.

[Download ePub »](#)



**[PDF] Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]**

Click the web link under to download "Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" file.

[Download ePub »](#)



**[PDF] Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]**

Click the web link under to download "Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]" file.

[Download ePub »](#)