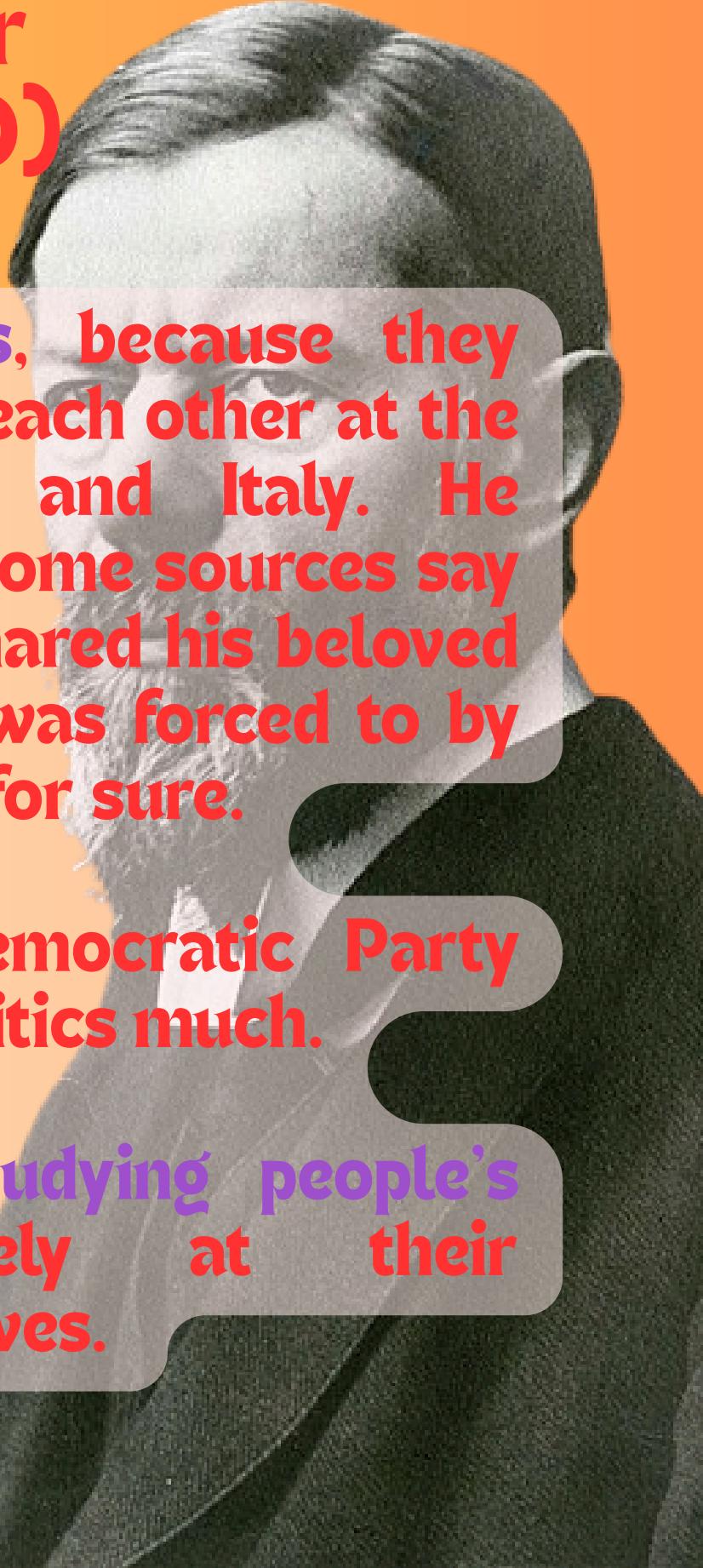


# I know how to convert your B2C users

Max Weber  
(1864–1920)

A black and white portrait of Max Weber, an elderly man with a full white beard and receding hairline, wearing a dark suit and tie.

Didn't like naked anarchists, because they were literally joyfully having each other at the lake between Switzerland and Italy. He supported the Bureaucracy. Some sources say he was sadomasochist and shared his beloved one with his brother. Or he was forced to by some System, we don't know for sure.

He created the German Democratic Party (DDP), but did not like the politics much.

He dedicated himself to studying people's behaviour, looking closely at their motivations, desires and beliefs.

Died from pneumonia.



# People do things because:

- they have clear proof of the desired outcome  
[goal rational social action]
- they believe they will have it  
[value rational social action]
- they suddenly feel like they need to  
[affective social action]
- they do it because they got used to  
[traditional social action]



# So What?

[goal rational social action]  
This is the only ethical Product Management tecnique you must use. (or we bite you hard)

[value rational social action]  
This one is good for subscription models - give them trust, like, "you will see my love at the end, I promise I will be better with that features soon..."

[affective social action]  
This is what MOST of you use. It is called user-sadism, mostly it's about unrealised pain (Jeremy Bentham, 1748–1832)

[traditional social action]  
You don't need PM here.. switch to something more meaningful...

