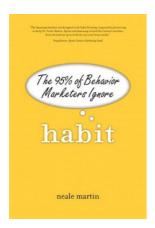
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HABIT: THE 95 OF BEHAVIOR MARKETERS IGNORE



Pearson Education (US), United States, 2009. Paperback. Book Condition: New. 231 x 157 mm. Language: English. Brand New Book. The Samsung Instinct was designed to be habit forming. Inspired by pioneering work by Dr. Neale Martin, Sprint and Samsung created the Instinct interface from the bottom up to work the way your brain works. -Doug Rossier, Sprint Instinct Marketing Lead In Habit, Neale Martin provides what seems to be a simple observation-that human behavior is largely managed through subconscious...

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