

Decoded The Science Behind Why We Buy

Do you really need a ten-step skincare regimen? Is that \$100 eye cream worth it? And what the heck are “actives” anyway? In this book two professional chemists and beauty industry insiders tell all. Depending on who you listen to, the secret to beautiful skin is microbiomes. Or Korean rice water. Or maybe a dermaplaning tool. It feels like you need a degree in chemistry to even understand what these products are, and if they live up to the hype. Luckily, Victoria Fu and Gloria Lu, professional skincare chemists have done that work so you don't have to. The science may seem complicated, but this book will show you how simple it can be, giving you what you need to make informed decisions about your skin (and your wallet). Skincare Actives? Technically, cat sneezes could count. SPF? Yep, super important. Caffeine serums? The science is still out. CBD additives? Not enough studies yet, so the jury's still out. The authors are the creators behind the popular Chemist Confessions Instagram, and this book brings the sass, humor, and solid information they're known for. Additional chapters address the best ingredients for every skin type, and reveal the only four products you really need.

An engaging, illustrated collection of insights revealing the practices and principles that expert software designers use to create great software. What makes an expert software designer? It is more than experience or innate ability. Expert software designers have specific habits, learned practices, and observed principles that they apply deliberately during their design work. This book offers sixty-six insights, distilled from years of studying experts at work, that capture what successful software designers actually do to create great software. The book presents these insights in a series of two-page illustrated spreads, with the principle and a short explanatory text on one page, and a drawing on the facing page. For example, “Experts generate alternatives” is illustrated by the same few balloons turned into a set of very different balloon animals. The text is engaging and accessible; the drawings are thought-provoking and often playful. Organized into such categories as “Experts reflect,” “Experts are not afraid,” and “Experts break the rules,” the insights range from “Experts prefer simple solutions” to “Experts see error as opportunity.” Readers learn that “Experts involve the user”; “Experts take inspiration from wherever they can”; “Experts design throughout the creation of software”; and “Experts draw the problem as much as they draw the solution.” One habit for an aspiring expert software designer to develop would be to read and reread this entertaining but essential little book. The insights described offer a guide for the novice or a reference for the veteran—in software design or any design profession. A companion web site provides an annotated bibliography that compiles key underpinning literature, the opportunity to suggest additional insights, and more.

Study design and statistical methodology are two important concerns for the clinical researcher. This book sets out to address both issues in a clear and concise manner. The presentation of statistical theory starts from basic concepts, such as the properties of means and variances, the properties of the Normal distribution and the Central Limit Theorem and leads to more advanced topics such as maximum likelihood estimation, inverse variance and stepwise regression as well as, time-to-event, and event-count methods. Furthermore, this book explores sampling methods, study design and statistical methods and is organized according to the areas of application of each of the statistical methods and the corresponding study designs. Illustrations, working examples, computer simulations and geometrical approaches, rather than mathematical expressions and formulae, are used throughout the book to explain every statistical method. Biostatisticians and researchers in the medical and pharmaceutical industry who need guidance on the design and analysis of medical research will find this book useful as well as graduate students of statistics and mathematics with an interest in biostatistics. Biostatistics Decoded: Provides clear explanations of key statistical concepts with a firm emphasis on practical aspects of design and analysis of medical research. Features worked examples to illustrate each statistical method using computer simulations and geometrical approaches, rather than mathematical expressions and formulae. Explores the main types of clinical research studies, such as, descriptive, analytical and experimental studies. Addresses advanced modeling techniques such as interaction analysis and encoding by reference and polynomial regression.

The debate over genetically modified organisms: health and safety concerns, environmental impact, and scientific opinions. Since they were introduced to the market in the late 1990s, GMOs (genetically modified organisms, including genetically modified crops), have been subject to a barrage of criticism. Agriculture has welcomed this new technology, but public opposition has been loud and scientific opinion mixed. In *GMOs Decoded*, Sheldon Krimsky examines the controversies over GMOs—health and safety concerns, environmental issues, the implications for world hunger, and the scientific consensus (or lack of one). He explores the viewpoints of a range of GMO skeptics, from public advocacy groups and nongovernmental organizations to scientists with differing views on risk and environmental impact. Krimsky explains the differences between traditional plant breeding and “molecular breeding” through genetic engineering (GE); describes early GMO products, including the infamous Flavr Savr tomato; and discusses herbicide-, disease-, and insect-resistant GE plants. He considers the different American and European approaches to risk assessment, dueling scientific interpretations of plant genetics, and the controversy over labeling GMO products. He analyzes a key 2016 report from the National Academies of Sciences on GMO health effects and considers the controversy over biofortified rice (Golden Rice)—which some saw as a humanitarian project and others as an exercise in public relations. Do GMO crops hold promise or peril? By offering an accessible review of the risks and benefits of GMO crops, and a guide to the controversies over them, Krimsky helps readers judge for themselves.

Covering more than 100 universal gardening “dos and don'ts,” *Decoding Gardening Advice* is the first book to provide gardeners with the real answers. Jeff Gillman, the bestselling author of *The Truth About Garden Remedies*, and Meleah Maynard back up every good recommendation with sound horticultural and botanical science. *Decoding Gardening Advice* is the first and only hard-hitting, evidence-based book that every gardener needs for definitive advice on everything from bulbs, annuals, and perennials to edibles, trees, and soil care.

In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing. He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the ‘secret codes’ of products, services and brands to explain why people buy them. And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility. Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD. The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising Packed with case studies, this is a must-read for marketers, advertising professionals, web designers,

R&D managers, industrial designers, graphic designers in fact anyone whose role or interest focuses on the 'why' behind consumer behaviour. Foreword by Rory Sutherland, Executive Creative Director and Vice-Chairman, OgilvyOne London and Vice-Chairman, Ogilvy Group UK Full colour throughout

Decoding Anorexia is the first and only book to explain anorexia nervosa from a biological point of view. Its clear, user-friendly descriptions of the genetics and neuroscience behind the disorder is paired with first person descriptions and personal narratives of what biological differences mean to sufferers. Author Carrie Arnold, a trained scientist, science writer, and past sufferer of anorexia, speaks with clinicians, researchers, parents, other family members, and sufferers about the factors that make one vulnerable to anorexia, the neurochemistry behind the call of starvation, and why it's so hard to leave anorexia behind. She also addresses:

- How environment is still important and influences behaviors
- The characteristics of people at high risk for developing anorexia nervosa
- Why anorexics find starvation "rewarding"
- Why denial is such a salient feature, and how sufferers can overcome it

Carrie also includes interviews with key figures in the field who explain their work and how it contributes to our understanding of anorexia. Long thought to be a psychosocial disease of fickle teens, this book alters the way anorexia is understood and treated and gives patients, their doctors, and their family members hope.

This collection of essays delves into the Coke brand to identify and decode its DNA. Unlike other accounts, these essays adopt a global approach to understand this global brand. Bringing together an international and interdisciplinary team of scholars, Decoding Coca-Cola critically interrogates the Coke brand as well its constituent parts. By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them, these essays offer a unique and revealing insight into the Coke brand and asks whether Coca-Cola is always has the same meaning. Looking into the core meaning, values, and emotions underpinning the Coca-Cola brand, it provides a unique insight into how global brands are created and positioned. This critical examination of one of the world's most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing, advertising, and communication. Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields, including history, media studies, communication studies, and cultural studies.

In this groundbreaking book, author David Forbes explains human motivation and provides ways that marketers can effectively reach the consumer. The book uses decades of psychology research and the author's own tool, the Forbes Matrix that identifies, organizes, and explains the nine core motivations.

A fresh and fascinating look at the philosophies, politics, and intellectual legacy of one of the twentieth century's most influential and controversial minds. Occupying a pivotal position in postwar thought, Noam Chomsky is both the founder of modern linguistics and the world's most prominent political dissident. Chris Knight adopts an anthropologist's perspective on the twin output of this intellectual giant, acclaimed as much for his denunciations of US foreign policy as for his theories about language and mind. Knight explores the social and institutional context of Chomsky's thinking, showing how the tension between military funding and his role as linchpin of the political left pressured him to establish a disconnect between science on the one hand and politics on the other, deepening a split between mind and body characteristic of Western philosophy since the Enlightenment. Provocative, fearless, and engaging, this remarkable study explains the enigma of one of the greatest intellectuals of our time.

A powerful guide to building a data-centric corporate culture that unleashes talent and improves engagement. Amazon delights customers with recommendations that are spot on. Google amazes us by generating answers before we've even finished asking a question. These companies know who we are and what we want. The key to their magic is Big Data. Personalizing the consumer experience with the collection and analysis of consumer data is widely recognized as one of the biggest business opportunities of the 21st century. But there is a flip side to this that has largely been missed. What if we were able to use data about employees to personalize and customize their experience - to increase their engagement, help them learn faster on the job, and figure out which teams they should be on? In this book, Leerom and his colleagues outline the six principles they've used to decode work and unlock the maximum potential of their talent, and share success stories from other organizations that have embraced this approach. The Decoded Company is an actionable blueprint for any company that wants the best from its people, and isn't afraid of radical approaches to get it. Leerom Segal is the president and CEO of Klick and has been named "Entrepreneur of the Year" by the Business Development Bank of Canada, won the "Young Entrepreneur of the Year" award from Ernst and Young, and was named to Profit Magazine's Hall of Fame as the youngest CEO ever to lead a nonprofit company. Aaron Goldstein is the co-founder of Klick and is a Senior Certified Project Manager Professional. Jay Goldman was Head of Marketing at Rypple, a venture-backed startup acquired by Salesforce in 2012 and now known as Work.com. He is the author of the O'Reilly Facebook Cookbook, and he has been published in the Harvard Business Review. Rahaf Harfoush is the author of several books including Yes We Did. She was a contributor to the best-selling Wikinomics and Grown Up Digital.

How data science and the analysis of networks help us solve the puzzle of unintended consequences. Social life is full of paradoxes. Our intentional actions often trigger outcomes that we did not intend or even envision. How do we explain those unintended effects and what can we do to regulate them? In Decoding the Social World, Sandra González-Bailón explains how data science and digital traces help us solve the puzzle of unintended consequences—offering the solution to a social paradox that has intrigued thinkers for centuries. Communication has always been the force that makes a collection of people more than the sum of individuals, but only now can we explain why: digital technologies have made it possible to parse the information we generate by being social in new, imaginative ways. And yet we must look at that data, González-Bailón argues, through the lens of theories that capture the nature of social life. The technologies we use, in the end, are also a manifestation of the social world we inhabit. González-Bailón discusses how the unpredictability of social life relates to communication networks, social influence, and the unintended effects that derive from individual decisions. She describes how communication generates social dynamics in aggregate (leading to episodes of "collective effervescence") and discusses the mechanisms that underlie large-scale diffusion, when information and behavior spread "like wildfire." She applies the theory of networks to illuminate why collective outcomes can differ drastically even when they arise from the same individual actions. By opening the black box of unintended effects, González-Bailón identifies strategies for social intervention and discusses the policy implications—and how data science and evidence-based research embolden critical thinking in a world that is constantly changing.

What could possibly go wrong with the advent of CRISPR genetic engineering? This is the story of Nobel-winning genomicist Dr. Frieda Sengmeuller, who invents "age-decoding" - a genetic engineering method that stops human aging. When most humans are age-decoded in the year 2053, Authority leaders secretly use CRISPR to also remove people's "propensity to dissent". They fake Frieda's suicide, containing her for two centuries as she is forced to research "reverse-aging". Frieda's daughter Ximena teams up with Authority insider Tavon Brooks to try to rescue her. This book depicts the moral challenges humanity could face with the impending tsunami of genetic engineering.

"Bold and provocative... Regenesi s tells of recent advances that may soon yield endless supplies of renewable energy, increased longevity and the return of long-extinct species."—New Scientist In Regenesi s, Harvard biologist George Church and science writer Ed Regis explore the possibilities—and perils—of the emerging field of synthetic biology. Synthetic biology, in which living organisms are selectively altered by

modifying substantial portions of their genomes, allows for the creation of entirely new species of organisms. These technologies—far from the out-of-control nightmare depicted in science fiction—have the power to improve human and animal health, increase our intelligence, enhance our memory, and even extend our life span. A breathtaking look at the potential of this world-changing technology, *Regeneration* is nothing less than a guide to the future of life.

We are entering an empathy crisis. Most of our communication is conveyed through non-verbal cues - facial expressions, tone of voice, body language - nuances that are completely lost when we interact through our smartphones and other technology. The result is a digital universe that's emotion-blind - a society lacking in empathy. Rana el Kaliouby discovered this when she left Cairo, a newly-married, Muslim woman, to take up her place at Cambridge University to study computer science. Many thousands of miles from home, she began to develop systems to help her better connect with her family. She started to pioneer the new field of Emotional Intelligence (EI). She now runs her company, Affectiva (the industry-leader in this emerging field) that builds EI into our technology and develops systems that understand humans the way we understand one another. In a captivating memoir, *Girl Decoded* chronicles el Kaliouby's mission to humanise technology and what she learns about humanity along the way.

Philip Graves explores the “mind gap” between conscious and unconscious thought – and behavior

Decoded: The Science Behind Why We Buy John Wiley & Sons

The book aims to present, educate and inform individuals about Alzheimer's disease in a comprehensive manner. Its scope ranges from the discovery of the disease, epidemiology and basic biological principles underlying it, to advanced stem cell therapies used in the treatment of Alzheimer's. It adopts a 'global' perspective on Alzheimer's disease, and include epidemiological data and science from countries around the world. Alzheimer's disease is a rapidly growing problem seen in every country around the world. This is the first and only comprehensive book to cover Alzheimer's disease, and includes the most updated literature and scientific progress in the field of dementia and Alzheimer's disease research. Most books on the market that focus on Alzheimer's disease are targeted at caregivers as practical advice on how to deal with loved ones with the disease. This book instead is a comprehensive and popular science book that can be read by anyone with an interest in learning more about the disease. Dr. Jefferson Chen MD, PhD, co-author, participated in the world's first surgical clinical trial using shunts to treat Alzheimer's disease. His first-hand involvement in a clinical trial for patients with Alzheimer's disease and experience treating Normal Pressure Hydrocephalus (NPH) which is commonly misdiagnosed as Alzheimer's disease lends a unique perspective. This book with appeal to a wide audience, regardless of their scientific or educational background.

Decoded is a book like no other: a collection of lyrics and their meanings that together tell the story of a culture, an art form, a moment in history, and one of the most provocative and successful artists of our time. Praise for *Decoded* “Compelling . . . provocative, evocative . . . Part autobiography, part lavishly illustrated commentary on the author’s own work, *Decoded* gives the reader a harrowing portrait of the rough worlds Jay-Z navigated in his youth, while at the same time deconstructing his lyrics.”—Michiko Kakutani, *The New York Times* “One of a handful of books that just about any hip hop fan should own.”—*The New Yorker* “Elegantly designed, incisively written . . . an impressive leap by a man who has never been known for small steps.”—*Los Angeles Times* “A riveting exploration of Jay-Z’s journey . . . So thoroughly engrossing, it reads like a good piece of cultural journalism.”—*The Boston Globe* “Shawn Carter’s most honest airing of the experiences he drew on to create the mythic figure of Jay-Z . . . The scenes he recounts along the way are fascinating.”—*Entertainment Weekly* “Hip-hop’s renaissance man drops a classic. . . . Heartfelt, passionate and slick.”—*Kirkus Reviews* (starred review)

Decoded tells the story of Rong Jinzhen, one of the great code-breakers in the world. A semi-autistic mathematical genius, Jinzhen is recruited to the cryptography department of China's secret services, Unit 701, where he is assigned the task of breaking the elusive 'Code Purple'. Jinzhen rises through the ranks to eventually become China's greatest and most celebrated code-breaker; until he makes a mistake. Then begins his descent through the unfathomable darkness of the world of cryptology into madness. *Decoded* was an immediate success when it was published in 2002 in China and has become an international bestseller. With the pacing of a literary crime thriller, Mai Jia's masterpiece also combines elements of historical fiction and state espionage. Taking place in the shadowy world of Chinese secret security, where Mai Jia worked for decades, it introduces us to a place that is unfamiliar, intriguing and authentic. And with Rong Jinzhen, it introduces us to a character who is deeply flawed and fragile, yet possessing exceptional intelligence. *Decoded* is an unforgettable and gripping story of genius, brilliance, insanity and human frailty. Mai Jia (the pseudonym of Jiang Benhu) is arguably the most successful writer in China today. His books are constant bestsellers, with total sales over three million copies. He became the highest paid author in China last year with his new book, *Wind Talk*. He has achieved unprecedented success with film adaptation: all of his novels are made - or are being made - into major films or TV series, the screenplays of which are often written by Mai Jia himself. He is hailed as the forerunner of Chinese espionage fiction, and has created a unique genre that combines spycraft, code-breaking, crime, human drama, historical fiction, and metafiction. He has won almost every major award in China, including the highest literary honor - the Mao Dun Award. How we learn from those around us: an essential guide to understanding how people behave. Humans are, first and foremost, social creatures. And this, according to the authors of *I'll Have What She's Having*, shapes—and explains—most of our choices. We're not just blindly driven by hard-wired instincts to hunt or gather or reproduce; our decisions are based on more than “nudges” exploiting individual cognitive quirks. *I'll Have What She's Having* shows us how we use the brains of others to think for us and as storage space for knowledge about the world. The story zooms out from the individual to small groups to the complexities of populations. It describes, among other things, how buzzwords propagate and how ideas spread; how the swine flu scare became an epidemic; and how focused social learning by a few gets amplified as copying by the masses. It describes how ideas, behavior, and culture spread through the simple means of doing what others do. It is notoriously difficult to change behavior. For every “Yes We Can” political slogan, there are thousands of “Just Say No” buttons. *I'll Have What She's Having* offers a practical map to help us navigate the complex world of social behavior, an essential guide for anyone who wants to understand how people behave and how to begin to change things.

Find out where our world is headed with this dazzling first-hand account of inventing the future from the #1 New York Times bestselling author of *What Should I Do With My Life?* and the founder of science accelerator IndieBio. *Decoding the World* is a buddy adventure about the quest to live meaningfully in a world with such uncertainty. It starts with Po Bronson coming to IndieBio. Arvind Gupta created IndieBio as a laboratory for early biotech startups trying to solve major world problems. Glaciers melting. Dying bees. Infertility. Cancer. Ocean plastic. Pandemics. Arvind is the fearless one, a radical experimentalist. Po is the studious detective, patiently synthesizing clues others have missed. Their styles mix and create a quadratic speedup of creativity. Yin and Yang crystallized. As they travel around the world, finding scientists to join their cause, the authors bring their firsthand experience

to the great mysteries that haunt our future. Natural resource depletion. Job-taking robots. China's global influence. Arvind feels he needs to leave IndieBio to help startups do more than just get started. But as his departure draws near, he struggles to leave the sanctum he created. While Po has to prove he can keep the "indie" in IndieBio after Arvind is gone. After looking through their lens, you'll never see the world the same.

"Human behavior investigator Vanessa Van Edwards studies the hidden forces that drive our behavior patterns ... she shares a wealth of valuable shortcuts, systems and behavior hacks for taking charge of ... interactions at work, at home, and in any social situation"--

"If you're raising a boy, you need this brilliant book. It is clear, wise, and eye-opening." --Lisa Damour, Ph.D., author of *Untangled* When boys enter puberty, they tend to get quiet--or at least quieter than before--and parents often misread their signals. Here's how to navigate their retreat and steer them through this confusing passage, by the bestselling author of *The Care and Keeping of You* series and *Guy Stuff: The Body Book for Boys*. What is my son doing behind his constantly closed door? What's with his curt responses, impulsiveness, newfound obsession with gaming, and . . . that funky smell? As pediatrician and mother of two teenagers Cara Natterson explains, puberty starts in boys long before any visible signs appear, and that causes confusion about their changing temperaments for boys and parents alike. Often, they also grow quieter as they grow taller, which leads to less parent-child communication. But, as Natterson warns in *Decoding Boys*, we respect their increasing "need" for privacy, monosyllabic conversations, and alone time at their peril. Explaining how modern culture mixes badly with male adolescent biology, Natterson offers science, strategies, scripts, and tips for getting it right: * recognizing the first signs of puberty and talking to our sons about the wide range of "normal" through the whole developmental process * why teenagers make irrational decisions even though they look mature--and how to steer them toward better choices * managing video game and screen time, including discussing the unrealistic and dangerous nature of pornography * why boys need emotional and physical contact with parents--and how to give it in ways they'll accept * how to prepare boys to resist both old and new social pressures--drugs, alcohol, vaping, and sexting * teaching consent and sensitivity in the #MeToo culture *Decoding Boys* is a powerful and validating lifeline, a book that will help today's parents keep their sons safe, healthy, and resilient, as well as ensure they will become emotionally secure young men. Praise for *Decoding Boys* "Comforting . . . a common-sensical and gently humorous exploration of male puberty's many trials."--Kirkus Reviews

Treats joint source and channel decoding in an integrated way Gives a clear description of the problems in the field together with the mathematical tools for their solution Contains many detailed examples useful for practical applications of the theory to video broadcasting over mobile and wireless networks Traditionally, cross-layer and joint source-channel coding were seen as incompatible with classically structured networks but recent advances in theory changed this situation. Joint source-channel decoding is now seen as a viable alternative to separate decoding of source and channel codes, if the protocol layers are taken into account. A joint source/protocol/channel approach is thus addressed in this book: all levels of the protocol stack are considered, showing how the information in each layer influences the others.

This book provides the tools to show how cross-layer and joint source-channel coding and decoding are now compatible with present-day mobile and wireless networks, with a particular application to the key area of video transmission to mobiles. Typical applications are broadcasting, or point-to-point delivery of multimedia contents, which are very timely in the context of the current development of mobile services such as audio (MPEG4 AAC) or video (H263, H264) transmission using recent wireless transmission standards (DVH-H, DVB-SH, WiMAX, LTE). This cross-disciplinary book is ideal for graduate students, researchers, and more generally professionals working either in signal processing for communications or in networking applications, interested in reliable multimedia transmission. This book is also of interest to people involved in cross-layer optimization of mobile networks. Its content may provide them with other points of view on their optimization problem, enlarging the set of tools which they could use. Pierre Duhamel is director of research at CNRS/ LSS and has previously held research positions at Thomson-CSF, CNET, and ENST, where he was head of the Signal and Image Processing Department. He has served as chairman of the DSP committee and associate Editor of the IEEE Transactions on Signal Processing and Signal Processing Letters, as well as acting as a co-chair at MMSP and ICASSP conferences. He was awarded the Grand Prix France Telecom by the French Science Academy in 2000. He is co-author of more than 80 papers in international journals, 250 conference proceedings, and 28 patents. Michel Kieffer is an assistant professor in signal processing for communications at the Université Paris-Sud and a researcher at the Laboratoire des Signaux et Systèmes, Gif-sur-Yvette, France. His research interests are in joint source-channel coding and decoding techniques for the reliable transmission of multimedia contents. He serves as associate editor of Signal Processing (Elsevier). He is co-author of more than 90 contributions to journals, conference proceedings, and book chapters. Treats joint source and channel decoding in an integrated way Gives a clear description of the problems in the field together with the mathematical tools for their solution Contains many detailed examples useful for practical applications of the theory to video broadcasting over mobile and wireless networks

Using years of research and interviews with adventure sports athletes, the New York Times best-selling author of *Abundance* and *A Small, Fury Prayer* attempts to unlock the secrets to ultimate human performance and the state of consciousness called "flow." 25,000 first printing.

A groundbreaking exploration of purchasing behaviour and its essential role in smarter marketing practices to benefit your organization. If you understand why people buy, you are already one step ahead in reaching out to them effectively with your products and services. *Decoded: The Science Behind Why We Buy*, 2nd Edition offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours. *Decoded* delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this second edition for behavioural knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge about behaviours for more effective brand management, from strategy to

implementation to new product development. You'll also gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make their choices. The revised edition provides new material that marketers can apply to informed, successful practices. • Gain an understanding of the Jobs to Be Done (JTBD) approach. • Take a closer look at the Ferrero neuroscience study that supports JTBD. • See updated and relevant case studies of JTBD at work. • Discover how to engage customers through digital touchpoints. If you're a marketing practitioner, an understanding of decision science will enhance your day-to-day work. Decoded helps you see how science and marketing come together. Immerse yourself in the science of why people buy and gain a stronger base of knowledge as you develop strategies, implement marketing plans and meet customer needs through innovation.

In 2000, with the success of the Human Genome Project, scientists declared the death of race in biology and medicine. But within five years, many of these same scientists had reversed course and embarked upon a new hunt for the biological meaning of race. Drawing on personal interviews and life stories, *Race Decoded* takes us into the world of elite genome scientists—including Francis Collins, director of the NIH; Craig Venter, the first person to create a synthetic genome; and Spencer Wells, National Geographic Society explorer-in-residence, among others—to show how and why they are formulating new ways of thinking about race. In this original exploration, Catherine Bliss reveals a paradigm shift, both at the level of science and society, from colorblindness to racial consciousness. Scientists have been fighting older understandings of race in biology while simultaneously promoting a new grand-scale program of minority inclusion. In selecting research topics or considering research design, scientists routinely draw upon personal experience of race to push the public to think about race as a biosocial entity, and even those of the most privileged racial and social backgrounds incorporate identity politics in the scientific process. Though individual scientists may view their positions differently—whether as a black civil rights activist or a white bench scientist—all stakeholders in the scientific debates are drawing on memories of racial discrimination to fashion a science-based activism to fight for social justice.

The triumphant memoir of the man behind one of the greatest feats in scientific history Of all the scientific achievements of the past century, perhaps none can match the deciphering of the human genetic code, both for its technical brilliance and for its implications for our future. In *A Life Decoded*, J. Craig Venter traces his rise from an uninspired student to one of the most fascinating and controversial figures in science today. Here, Venter relates the unparalleled drama of the quest to decode the human genome—a goal he predicted he could achieve years earlier and more cheaply than the government-sponsored Human Genome Project, and one that he fulfilled in 2001. A thrilling story of detection, *A Life Decoded* is also a revealing, and often troubling, look at how science is practiced today.

NATIONAL BESTSELLER For readers of *Atomic Habits*, *Deep Work*, and *Peak* comes a game-changing approach to mastering new skills and succeeding faster. For generations, we've been taught there are two ways to succeed—either from talent or practice. In *Decoding Greatness*, award-winning social psychologist Ron Friedman illuminates a powerful third path—one that has quietly launched icons in a wide range of fields, from artists, writers, and chefs, to athletes, inventors, and entrepreneurs: reverse engineering. To reverse engineer is to look beyond what is evident on the surface and find a hidden structure. It's the ability to taste an intoxicating dish and deduce its recipe, to listen to a beautiful song and discern its chord progression, to watch a horror film and grasp its narrative arc. Using eye-opening examples of top performers—from Agatha Christie to Andy Warhol, Barack Obama to Serena Williams—and groundbreaking research on pattern recognition, skill acquisition, and creative genius, Friedman reveals the staggering power of reverse engineering and teaches you how to harness this vital skill for yourself. You'll learn how to take apart models you admire, pinpoint precisely what makes them work, and apply that knowledge to develop novel ideas, methods, and products that are uniquely your own. Along the way, you'll meet the culinary detective who exposes top-secret recipes, the burglar who can visit a bank and recreate its blueprints, and the celebrated artist who reverse engineered his way to the top of his profession without any formal education. You don't have to be a genius to achieve greatness, but you do need a method for getting there. Bursting with unforgettable stories and actionable strategies, *Decoding Greatness* is an indispensable guide to learning from the best, improving your skills, and sparking breakthrough ideas.

For a physicist, all the world is information. The Universe and its workings are the ebb and flow of information. We are all transient patterns of information, passing on the recipe for our basic forms to future generations using a four-letter digital code called DNA. In this engaging and mind-stretching account, Vlatko Vedral considers some of the deepest questions about the Universe and considers the implications of interpreting it in terms of information. He explains the nature of information, the idea of entropy, and the roots of this thinking in thermodynamics. He describes the bizarre effects of quantum behaviour — effects such as 'entanglement', which Einstein called 'spooky action at a distance', and explores cutting edge work on harnessing quantum effects in hyperfast quantum computers, and how recent evidence suggests that the weirdness of the quantum world, once thought limited to the tiniest scales, may reach into the macro world. Vedral finishes by considering the answer to the ultimate question: where did all of the information in the Universe come from? The answers he considers are exhilarating, drawing upon the work of distinguished physicist John Wheeler. The ideas challenge our concept of the nature of particles, of time, of determinism, and of reality itself. This edition includes a new foreword from the author, reflecting on changes in the world of quantum information since first publication. Oxford Landmark Science books are 'must-read' classics of modern science writing which have crystallized big ideas, and shaped the way we think.

An internationally revered cultural anthropologist and marketing expert reveals techniques, perfected over three decades of working with Fortune 100 companies, that can help companies decode the most powerful symbols within a culture, and understand why each culture behaves the way they do. Reprint. 25,000 first printing.

In this radically conservative book, the authors advocate a back-to-basics approach to marketing that replaces the relentless quest

for differentiation with a relentless focus on these types of basic customer needs. The authors' research shows that most companies have been ignoring the basics for too long. At the heart of the authors' approach is a view of why customers buy what they do. Barwise and Meehan argue that marketers must understand what customers want from the entire product or service category. So rather than focus on new luxury attributes for a specific car —marketers need to understand what basic needs customers have for automobiles in general (ie: safety, handling, etc). Once they figure that out—they need to deliver on those basic needs better than everyone else.

Decoding the Irrational Consumer was written to help marketing practitioners demystify neuromarketing, a relatively new field of marketing research used to understand consumer response to marketing stimuli. This book presents in plain terms the key theoretical tools required to implement neuromarketing studies and achieve desired research outcomes. Marketers and researchers will learn how to effectively and confidently brief data processors, and confer with neuroscientists and technicians. They will gain keen understanding of recent developments in behavioural science and data-processing technology, as well as sophisticated neuromarketing tools used to understand subconscious responses including behavioural economics, eye-tracking, implicit response measures, and facial coding. The author discusses when to apply these techniques and others, how to combine them effectively and how to correctly interpret resulting data to generate valuable insights that aid in decision making. About the series: The Marketing Science series makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and techniques and in commissioning external research.

Every day, we evaluate the people around us: It's one of the most important things we ever do. Making Sense of People provides the scientific frameworks and tools we need to improve our intuition, and assess people more consciously, systematically, and effectively. Leading neuroscientist Samuel H. Barondes explains the research behind each standard personality category: extraversion, agreeableness, conscientiousness, neuroticism, and openness. He shows readers how to use these traits and assessments to do a better job of deciding who they'll enjoy spending time with, whom to trust, and whom to keep at a distance. Barondes explains: What neuroscience and psychological research can tell us about how personality types develop and cohere. The intertwined roles of genes, nurture, and education in personality development. How to recognize troublesome personality patterns such as narcissism, sociopathy, and paranoia. How much a child's behavior predicts their adult personality, and how personality stabilizes in young adulthood. How to assess integrity, fairness, wisdom, and other traits related to morality. What genetic testing may (or may not) teach us about personality in the future. General strategies for getting along with people, with specific tactics for special circumstances. Kirkus Reviews A succinct look at personality psychology. As a psychiatrist and neuroscientist at the University of California, Barondes (Molecules and Mental Illness, 2007, etc.) has spent years studying human behavior, and this book reflects his systematic, scientific approach for personality assessment. The average person isn't likely to have time to research a difficult boss or potential love interest, but the author supplements intuition with a useful cornerstone for gauging human behavior: a table of the "Big Five" personality traits, among them Extraversion vs. Introversion and Agreeableness vs. Antagonism. To learn how to apply the Big Five, Barondes supplies a link for a professional online personality test, in addition to a basic introduction of troubling personality patterns—e.g., narcissism and compulsiveness. While genetics may play a heavy hand in influencing personality, Barondes writes, it's awareness of a person's background, character and life story that is paramount in unearthing reasons for adult behavior. Readers might like to see the author weave more everyday examples into the text—his exercise in fostering compassion by imagining an adult as a 10-year-old child is a gem—but there is plenty here to ponder. Those looking for traditional "self-help" advice won't find it here, but this book clearly lays the groundwork for deeper human interaction and better life relationships.

Biostatistics Decoded covered a large number of statistical methods that are mainly applied to clinical and epidemiological research, as well as a comprehensive discussion of study designs for observational research and clinical trials, two important concerns for the clinical researcher. In this second edition, new material is included covering statistical methods and study designs that are used to analyse research. Following the same methodology used in the first edition, the chapters are presented in two levels of detail, one for the reader who wishes only to understand the rationale behind each statistical method, and one for the reader who wishes to understand the computations. Key features include: Extensive coverage of the design and analysis of experiments for basic science research. Experimental designs are presented together with the statistical methods. The rationale of all forms of ANOVA is explained with simple mathematics. A comprehensive presentation of statistical tests for multiple comparisons. Calculations for all statistical methods are illustrated with examples and explained step-by-step. This book presents biostatistical concepts and methods in a way that is accessible to anyone, regardless of his or her knowledge of mathematics. The topics selected for this book cover will meet the needs of clinical professionals to readers in basic science research.

If you are in business, you are in the business of behaviour – and unless a business influences behaviour, it will not succeed. In the last 50 years we have learnt more about how we behave than over the previous 5,000. This book shows how behavioural science has revolutionised our understanding of how people really think (or don't) – and how we can use those insights in our businesses to influence behaviour and gain competitive advantage. Richard Chataway works for the BVA Nudge Unit, a global consultancy specialising in behavioural change, and has experience in everything from getting people to join the armed forces, drink spirits rather than wine, and buy flatpack furniture – to developing the world's most successful stop-smoking mobile app. Introducing the leading thinkers and practitioners from this new field (and sharing dozens of real-world examples), Richard guides readers through the hidden influences, biases and fallacies that influence the behaviour of customers, employees, and business leaders alike – and shows how we can ethically use these insights to: • powerfully attract and retain customers • fuel true and lasting innovation • stand apart in the new world of increasing automation and artificial intelligence • change workplaces and maintain happy and productive employees and teams • and a lot more! It's time to shape behaviour instead of simply reacting to it. The Behaviour Business is the eye-opening, practical guide you have been waiting for.

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 behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. 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. From priming to the pratfall effect, charm pricing to the curse of knowledge, the science of behavioural economics has never been easier to apply to marketing. The Choice Factory is the new advertising essential.

An essential exploration of why and how women's sexuality works—based on groundbreaking research and brain science—that will radically transform your sex life into one filled with confidence and joy. Researchers have spent the last decade trying to develop a “pink pill” for women to function like Viagra does for men. So where is it? Well, for reasons this book makes crystal clear, that pill will never be the answer—but as a result of the research that's gone into it, scientists in the last few years have learned more about how women's sexuality works than we ever thought possible, and Come as You Are explains it all. The first lesson in this essential, transformative book by Dr. Emily Nagoski is that every woman has her own unique sexuality, like a fingerprint, and that women vary more than men in our anatomy, our sexual response mechanisms, and the way our bodies respond to the sexual world. So we never need to judge ourselves based on others' experiences. Because women vary, and that's normal. Second lesson: sex happens in a context. And all the complications of everyday life influence the context surrounding a woman's arousal, desire, and orgasm. Cutting-edge research across multiple disciplines tells us that the most important factor for women in creating and sustaining a fulfilling sex life, is not what you do in bed or how you do it, but how you feel about it. Which means that stress, mood, trust, and body image are not peripheral factors in a woman's sexual wellbeing; they are central to it. Once you understand these factors, and how to influence them, you can create for yourself better sex and more profound pleasure than you ever thought possible. And Emily Nagoski can prove it.

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