

## The Psychology Of Color In Marketing And Branding

A brilliant inquiry into the origins of human nature from the author of *Rationality, The Better Angels of Our Nature*, and *Enlightenment Now*. "Sweeping, erudite, sharply argued, and fun to read..also highly persuasive." --Time Updated with a new afterword One of the world's leading experts on language and the mind explores the idea of human nature and its moral, emotional, and political colorings. With characteristic wit, lucidity, and insight, Pinker argues that the dogma that the mind has no innate traits—a doctrine held by many intellectuals during the past century—denies our common humanity and our individual preferences, replaces objective analyses of social problems with feel-good slogans, and distorts our understanding of politics, violence, parenting, and the arts. Injecting calm and rationality into debates that are notorious for ax-grinding and mud-slinging, Pinker shows the importance of an honest acknowledgment of human nature based on science and common sense.

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

Offering fresh and exciting approaches to solving global problems, this book creatively views challenging social issues through the lens of racial and ethnic psychology. • Utilizes concepts of racial and ethnic minority psychology to address important issues of the 21st century, offering unique insights into the nature of today's real-world problems • Presents racial and ethnic psychological perspectives on topics such as media, the criminal justice system, sexual orientation, poverty, climate change, and sustainability • Provides much-needed alternative perspectives on human behavior other than the theories, systems, and practices that are largely derived from Anglo-American research using white subjects

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

In this handy book, international color authority Pantone takes the guesswork out of using color in bold and innovative new ways, sharing the wisdom that has made their professional products an essential resource around the globe.

Colour Psychology Today reveals new colour psychology information that comes from the author's pioneering research and studies on colour. The book discloses unique knowledge on how colour psychology impacts on the business world and the individual, borne out of the author's extensive work as a colour consultant and trainer that spans more than thirty years. Colour Psychology Today is unlike any other colour psychology book available. It is a 'must have' for colour enthusiasts, branding experts, marketeers, advertising execs, graphic designers, and anyone who would like to expand and develop the application of colour in their field of work.

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

For more than 200 years the world has accepted that red, yellow and blue - the artists primaries - give new colours when mixed. And for more than 200 years artists have been struggling to mix colours on this basis. In this exciting new book, Michael Wilcox offers a total reassessment of the principles underlying colour mixing. It is the first major break-away from the traditional and limited concepts that have caused painters and others who work with colour so many problems. Back Cover.

"Kick bad mental habits and toughen yourself up."—Inc. Master your mental strength—revolutionary new strategies that work for everyone from homemakers to soldiers and teachers to CEOs. Don't waste time feeling sorry for yourself Don't give away your power Don't shy away from change Don't focus on things you can't control Don't worry about pleasing everyone Don't fear taking calculated risks Don't dwell on the past Don't make the same mistakes over and over Don't resent other people's success Don't give up after the first failure Don't fear alone time Don't feel the world owes you anything Don't expect immediate results

**\*\*THE INSTANT #1 NEW YORK TIMES BESTSELLER\*\*** "An unforgettable—and Hollywood-bound—new thriller... A mix of Hitchcockian suspense, Agatha Christie plotting, and Greek tragedy." —Entertainment Weekly The Silent Patient is a shocking psychological thriller of a woman's act of violence against her husband—and of the therapist obsessed with uncovering her motive. Alicia Berenson's life is seemingly perfect. A famous painter married to an in-demand fashion photographer, she lives in a grand house with big windows overlooking a park in one of London's most desirable areas. One evening her husband Gabriel returns home late from a fashion shoot, and Alicia shoots him five times in the face, and then never speaks another word. Alicia's refusal to talk, or give any kind of explanation, turns a domestic tragedy into something far grander, a mystery that captures the public imagination and casts Alicia into notoriety. The price of her art skyrockets, and she, the silent patient, is hidden away from the tabloids and spotlight at the Grove, a secure forensic unit in North London. Theo Faber is a criminal psychotherapist who has waited a long time for the opportunity to work with Alicia. His determination to get her to talk and unravel the mystery of why she shot her husband takes him down a twisting path into his own motivations—a search for the truth that threatens to consume him....

Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of ColorPsychoprofits

Leading philosophers and scientists consider what conclusions about color can be drawn when the latest analytic tools are applied to the most sophisticated color science.

500+ Historic and modern color formulas in CMYK

(Music Pro Guide Books & DVDs). Music 3.0: A Survival Guide for Making Music in the Internet Age is a completely updated edition of the original best seller, featuring the latest music business and social media concepts as well as brand-new interviews with a variety of the industry's top movers and shakers. The book not only takes a look at the music industry's evolution and how we got to Music 3.0, but provides the information that today's musician or music business executive needs to take advantage of the new music industry paradigm: What has changed? Who are the new players? Why are traditional record labels, television, and radio no longer factors in an artist's success? How do you market and distribute your music in this new world? How do you make money in this new music world? How do you develop your brand? How do you use Facebook, Twitter, and YouTube as marketing tools? What are the new technologies that are being introduced that will influence how we sell or market? All these questions are answered in the book. This edition also contains new low-cost high- and low-tech tips for marketing and promotion.

A pioneering canine behaviorist draws on cutting-edge research to show that a single, simple trait—the capacity to love—is what makes dogs such perfect companions for humans, and explains how we can better reciprocate their affection. "Lively and fascinating . . . The reader comes away cheered, better informed, and with a new and deeper appreciation for our amazing canine companions and their enormous capacity for love." —Cat Warren, New York Times best-selling author of What the Dog Knows Does your dog love you? Every dog lover knows the feeling. The nuzzle of a dog's nose, the warmth of them lying at our feet, even their whining when they want to get up on the bed. It really seems like our dogs love us, too. But for years, scientists have resisted that conclusion, warning against anthropomorphizing our pets. Enter Clive Wynne, a pioneering canine behaviorist whose research is helping to usher in a new era: one in which love, not intelligence or submissiveness, is at the heart of the human-canine relationship. Drawing on cutting-edge studies from his lab and others around the world, Wynne shows that affection is the very essence of dogs, from their faces and tails to their brains, hormones, even DNA. This scientific revolution is revealing more about dogs' unique origins, behavior, needs, and hidden depths than we ever imagined possible. A humane, illuminating book, Dog Is Love is essential reading for anyone who has ever loved a dog—and experienced the wonder of being loved back.

An experimental approach to the study and teaching of color is comprised of exercises in seeing color action and feeling color relatedness before arriving at color theory.

Robert Lanza is one of the most respected scientists in the world a US News and World Report cover story called him a genius and a renegade thinker, even likening him to Einstein. Lanza

has teamed with Bob Berman, the most widely read astronomer in the world, to produce Biocentrism, a revolutionary new view of the universe. Every now and then a simple yet radical idea shakes the very foundations of knowledge. The startling discovery that the world was not flat challenged and ultimately changed the way people perceived themselves and their relationship with the world. For most humans of the 15th century, the notion of Earth as ball of rock was nonsense. The whole of Western, natural philosophy is undergoing a sea change again, increasingly being forced upon us by the experimental findings of quantum theory, and at the same time, toward doubt and uncertainty in the physical explanations of the universes genesis and structure. Biocentrism completes this shift in worldview, turning the planet upside down again with the revolutionary view that life creates the universe instead of the other way around. In this paradigm, life is not an accidental byproduct of the laws of physics. Biocentrism takes the reader on a seemingly improbable but ultimately inescapable journey through a foreign universe our own from the viewpoints of an acclaimed biologist and a leading astronomer. Switching perspective from physics to biology unlocks the cages in which Western science has unwittingly managed to confine itself. Biocentrism will shatter the readers ideas of life--time and space, and even death. At the same time it will release us from the dull worldview of life being merely the activity of an admixture of carbon and a few other elements; it suggests the exhilarating possibility that life is fundamentally immortal. The 21st century is predicted to be the Century of Biology, a shift from the previous century dominated by physics. It seems fitting, then, to begin the century by turning the universe outside-in and unifying the foundations of science with a simple idea discovered by one of the leading life-scientists of our age. Biocentrism awakens in readers a new sense of possibility, and is full of so many shocking new perspectives that the reader will never see reality the same way again.

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THE SUNDAY TIMES BESTSELLER 'A mind-expanding tour of the world without leaving your paintbox. Every colour has a story, and here are some of the most alluring, alarming, and thought-provoking. Very hard painting the hallway magnolia after this inspiring primer.' Simon Garfield The Secret Lives of Colour tells the unusual stories of the 75 most fascinating shades, dyes and hues. From blonde to ginger, the brown that changed the way battles were fought to the white that protected against the plague, Picasso's blue period to the charcoal on the cave walls at Lascaux, acid yellow to kelly green, and from scarlet women to imperial purple, these surprising stories run like a bright thread throughout history. In this book Kassia St Clair has turned her lifelong obsession with colours and where they come from (whether Van Gogh's chrome yellow sunflowers or punk's fluorescent pink) into a unique study of human civilisation. Across fashion and politics, art and war, The Secret Lives of Colour tell the vivid story of our culture.

"The only color guide a designer will ever need. Completely updated with Pantone colors and new text by Leatrice Eiseman, America's Color Guru"--

We perceive color everywhere and on everything that we encounter in daily life. Color science has progressed to the point where a great deal is known about the mechanics, evolution, and development of color vision, but less is known about the relation between color vision and psychology. However, color psychology is now a burgeoning, exciting area and this Handbook provides comprehensive coverage of emerging theory and research. Top scholars in the field provide rigorous overviews of work on color categorization, color symbolism and association, color preference, reciprocal relations between color perception and psychological functioning, and variations and deficiencies in color perception. The Handbook of Color Psychology seeks to facilitate cross-fertilization among researchers, both within and across disciplines and areas of research, and is an essential resource for anyone interested in color psychology in both theoretical and applied areas of study.

This work serves to celebrate the strengths of women of color, identify unique opportunities, and examine the specific challenges and issues of this group. • Identifies and examines strengths and opportunities, challenges, developmental issues, and identity intersections for women of color

Visual Thinking brings the science of perception to the art of design. Designers increasingly need to present information in ways that aid their audience's thinking process. Fortunately, results from the relatively new science of human visual perception provide valuable guidance. In this book, Colin Ware takes what we now know about perception, cognition, and attention and transforms it into concrete advice that designers can directly apply. He demonstrates how designs can be considered as tools for cognition – extensions of the viewer's brain in much the same way that a hammer is an extension of the user's hand. The book includes hundreds of examples, many in the form of integrated text and full-color diagrams. Experienced professional designers and students alike will learn how to maximize the power of the information tools they design for the people who use them. Presents visual thinking as a complex process that can be supported in every stage using specific design techniques Provides practical, task-oriented information for designers and software developers charged with design responsibilities Includes hundreds of examples, many in the form of integrated text and full-color diagrams Steeped in the principles of "active vision, which views graphic designs as cognitive tools

Angela Wright explains exactly what colour is and how it works, discussing traditional ideas about its influence on behaviour and mood before going on to describe the discoveries she has made over the last twenty years. It shows you how to apply the theory of colour to yourself and your wardrobe, whatever your gender, race or colouring, and expands on applications in your home, your workplace and in commercial design. Personality types and their relationship with specific colours and tones are described fully. Quizzes and practical examples help you to work out your 'personal palette' and identify which colours are most supportive for you. The combination of practical advice and insight into the human condition is irresistible.

A multidisciplinary look at the role of color in contemporary aesthetics.

? Learn the secrets of color psychology. And bring your "color knowledge" at Champions League level." This book contains everything you need to know about color psychology, color theory, meaning of colors, and color types. Welcome to a great resource for color psychology. In this book, color psychology is treated in much greater detail - with many other applications.Until now, most of the information was plagued with pseudoscience (Pure anecdotal knowledge). To correct these inaccuracies, I worked through 50 scientific studies on color. In the end, I found some interesting but credible results. Marketers, designers, salespeople or people who loves colors - here you will find a scientific reading with beautiful pictures that will bring your knowledge of colors to expert status. You will learn in this book, among other things: ? What meanings the colors have and why they have it. ? Which colors you should use to design your products or objects. ? Which colors are best for the particular audience? ? Which colors are more attractive. ? Tips & Tricks

for Marketers, Designers, Salespeople, Entrepreneurs etc. For whom this book is nothing: ? People who are not interested in color design. ? People who see everything "black and white". How can you read this book? \* With the free Kindle app, you can read this eBook even without Kindle Reader on your PC, smartphone or tablet. \* As paperback with over 60 pages (color print of course!). ?100% money back guarantee? ? If you are dissatisfied with the book, you can return it to amazon within 7 days and get back the full purchase price. ? Your risk is zero! "The best color in the world is the one that looks good on you." -Coco Chanel-

The psychology of color is widely used in the marketing and branding of big companies - colors can manipulate our perception, increase our awareness, tap into either our analytical or emotional sides of the brain, and even make us buy a product! Knowing these facts about all colors can be a powerful tool that can drive our productivity, motivation, or trigger deep relaxation. With this 53-pages ebook prepared by our editors, you can support us and have a better understanding of how you can manipulate the colors in your home environment or in your office to trigger certain emotional states.

2013 Reprint of 1950 Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. American writer Faber Birren devoted his life to color and its effects on human life. After writing around 25 texts on the topic, it would be safe to say his work is considered highly among color experts and psychologists around the world. Birren's work has a strong focus on linking how humans perceive colors to how it makes them react. He writes, "Good smelling colors are pink, lilac, orchid, cool green, aqua blue." Birren explores the work of several physicians, scientists and doctors, mainly the German psychoanalyst and physician Felix Deutsch, whose findings throw important light not only on medical practice with references to color but on the whole psychology of color. Birren states that if a person prefers warmer colors such as hues of red and oranges, they are likely to be more aware of their social environment. He labels these as "warm color dominant subjects." On the other hand, those preferring cooler colours such as blues and greens, are categorized generally as "cold color dominant subjects" and are recognized as finding it challenging to adapt themselves to new environments and situations." By splitting people into separate categories, based on their color preferences, Birren finds himself able to establish a greater understanding of their personalities and characteristics. One experiment Birren explores in his text, courtesy of Kurt Goldstein, involves a subject standing before a black wall with his eyes shut and arms outstretched to touch the wall in front. When the subject is influenced by a warm color such as the color red, his arms deviate away from each other, whereas when under the influence of a cooler colour such as green or blue, even though the reaction is a subtle one, the subject will move his arms closer together. I find this experiment, simple as it is, to be fascinating in highlighting the strong effects colors have on our minds and bodies. As well as distinguishing the differences in peoples' character through his use of color psychology, Birren also touches on the effects colors can have on the mentally ill. This section was the most interesting and involved a series of complex experiments such as discovering which neurological disorders were linked to which colors. Courtesy of the work by Hans Huber, it was proven that patients suffering manic tendencies preferred the color red, a symbol of blood and anger. Hysterical patients were more sensitive to green, "perhaps as an escape," the color linked to paranoid subjects was found to be brown and schizophrenics are sensitive to yellow. Birren states that persons troubled with "nervous (neurotic) and mental (psychotic) disturbances are greatly affected by color and are responsive to it." Therefore color becomes much more significant to them, and affects them in a completely different way than those without such neurological disturbances. Chapter 12 "Neurotics and Psychotics" is the most compelling in the text as it relates to my dissertation topic. After struggling to find texts specific to my research subject, this text and its contents came as a welcomed discovery and I will be referring to Birren's work throughout my further research.

A SUNDAY TIMES DESIGN BOOK OF THE YEAR \_\_\_\_\_ The definitive guide for harnessing the power of colour to improve your happiness, wellbeing and confidence Wouldn't you like to boost your confidence simply by slipping on 'that' yellow jumper? Or when you get home after a stressful day, be instantly soothed by the restful green of your walls? The colours all around us hold an emotional energy. Applied Colour Psychology specialist, Karen Haller, explains the inherent power of colour; for example, looking closely at the colours we love or those we dislike can bring up deeply buried memories and with them powerful feelings. A revolutionary guide to boosting your wellbeing, The Little Book of Colour puts you firmly in the driver's seat and on the road to changing the colours in your world to revamp your mood and motivation. Illuminating the science, psychology and emotional significance of colour, with key assessments for finding your own true colour compatibility, this book will help you to rediscover meaning in everything you do through the joy of colour. Get ready to join the colour revolution, and change your life for the better.

A practical guide to color psychology. Grow your Color Sense and shone on branding, interior design and personal wardrobe choices Like it or not, color affects how we feel and sometimes how we behave. In this book you will find out why color matters and how you can harness the power of color in packaging, physical spaces and your own life to create the effects you are looking for. Throughout the book you will find exercises to develop your Color Sense and real world examples of the power of color "Catherine has greatly influenced the way Artmongers understands and uses colours to positively help people in adverse situations" Patricio Forrester, Artist, Fonder of Artmongers "Reading 'Your true colours' inspired me to grow my own colour sense, and using Catherine's techniques of training my eye to see more tints and tones was such a creative and joyful process. As an architect I work with colour every day and it is crucial to be aware of how certain combinations affect people's response to spaces, their emotional wellbeing and behaviour. This book is a great introduction to exactly that in both a personal and professional setting. It is full of refreshing anecdotes and beautifully illustrated example projects to encourage you to get started with your own colour palettes right away." Anniek Wasser, Architect "Colour really matters and probably a whole lot more than you think. I read this book from cover to cover in one sitting but it as a useful reference book full of 'golden' nuggets of knowledge and practical advice it's also essential. Well done Catherine!" Neil Gaught,

### Founder Neil Gaught & Associates

Given its importance in analysing and influencing the world around us, an understanding of colour is a vital tool in any design process. Colour design provides a comprehensive review of the issues surrounding the use of colour, from the fundamental principles of what colour is to its important applications across a vast range of industries. Part one covers the main principles and theories of colour, focusing on the human visual system and the psychology of colour perception. Part two goes on to review colour measurement and description, including consideration of international standards, approval methods for textiles and lithographic printing, and colour communication issues. Forecasting colour trends and methods for design enhancement are then discussed in part three along with the history of colour theory, dyes and pigments, and an overview of dye and print techniques. Finally, part four considers the use of colour across a range of specific applications, from fashion, art and interiors, to food and website design. With its distinguished editor and international team of contributors, Colour design is an invaluable reference tool for all those researching or working with colour and design in any capacity. Provides a comprehensive review of the issues surrounding the use of colour in textiles Discusses the application of colour across a vast range of industries Chapters cover the theories, measurement and description of colour, forecasting colour trends and methods for design enhancement

Offers advice on choosing color combinations for decorating one's home, discusses the psychology of color, and answers decorating questions.

Twenty-eight full-page, ready-to-color illustrations from one of the most beautiful books of the early Middle Ages depict Celtic spirals and interlacings, celestial figures, saints, Celtic crosses, and other finely detailed elements.

This is a new release of the original 1950 edition.

Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of ColorsThe book "Color Psychology" explains the different psychological effects that different colors have on the human mind. Color consultants believe that the colors used in the design of any object or environment (e.g. a website) can have a significant impact on the emotions and performance of people within that environment and that people respond, even at a psychological level, to colors. Based upon fundamentals in Color Psychology, with years of research by color psychologists, the characteristics of certain colors have been identified to cause an emotional response in people. This was done by studying the response from hundreds of thousands of test subjects around the world in order to isolate how certain colors make us feel. What You'll Learn: How Color Can Improve Your Bottom Line How Color Can Affect People's Emotions Which Colors Suit Your Target Market Which Are The "Magic" Colors Which Color makes Shoppers Spend More And Much, Much More... The effect that color has on human emotions can be profound. Researchers have studied the biological perception of color, the relationships between color and emotion, and how different colors can be used to affect mood and behavior in predictable ways. Although The Psychology of Color is a relatively new area of scientific research, ancient civilizations believed in the influence of color on humans; the ancient Chinese, Egyptians, and Indians believed in chromotherapy. The Future Use of The Psychology of Color...Case Study: With world-renowned Spanish chef, Ferran Adria, he focused on the color of the crockery. Guests sat down one side of a large table were given a pink strawberry dessert on a white plate. Down the other side of the table guests ate an identical dessert from a black plate. Those eating from the white plates rated the dessert as 10% sweeter than those who ate from the black plates. Subsequent experiments have shown that introducing a square or angular plate intensifies the difference, with roundness accentuating sweetness. "Clearly contextual perception is a big opportunity." Johannes Le Coutre, a perception physiologist with Nestle. Who is This Book For? Anyone interested in the influence of color will get something from this book. However, primarily I wrote this book as a guide for all Internet Business People, Marketers and Entrepreneurs because I think it's essential that we all understand the psychological influence of color.Changing the colors on your sales page or website won't suddenly bring in millions of dollars but there is no doubt that a change of color may well result in a change of mood in the viewer; it's how you use that power that can determine your profitability. The challenge for you as an Internet Business Person, Marketers or Entrepreneur is to understand the theories of color and to use them in a profitable but professional and ethical way.People Who Read This Book: "I was blown away by the information. Great book." Jonathan Smith, WealthCrave.com "I can heartily recommend this Book. The book describes the emotional reactions that people may be expected to evince, based on considerable research by psychologists." David J. Linden, BizWebTX.com "It's fascinating to see the way that certain institutions use these colors in order to influence people." George Cuthbert, TheCopywritingRevolution.com "Know exactly what color combinations you will need to use on your site." Jeff Gibson, Mr. Affiliate. "Good read, I recommend it." Kaan Bimplis (Neurophysicist & Licensed NLP Trainer) NLPiIstanbul.com NB: "Color Psychology" - color theory, color and design, and psychology of color and design. Our lives are saturated by color. We live in a world of vivid colors, and color marks our psychological and social existence. But for all color's inescapability, we don't know much about it. Now authors David Scott Kastan and Stephen Farthing offer a fresh and imaginative exploration of one of the most intriguing and least understood aspects of everyday experience. Kastan and Farthing, a scholar and a painter, respectively, investigate color from numerous perspectives: literary, historical, cultural, anthropological, philosophical, art historical, political, and scientific. In ten lively and wide-ranging chapters, each devoted to a different color, they examine the various ways colors have shaped and continue to shape our social and moral imaginations. Each individual color becomes the focal point for a consideration of one of the extraordinary ways in which color appears and matters in our lives. Beautifully produced in full color, this book is a remarkably smart, entertaining, and fascinating guide to this elusive topic.

You want to change the world. You want your work to have meaning. Maybe you're even audacious enough to want saving the world to be fun. What if saving the Earth were a game? Not just any game, but the greatest game we've ever played. This workbook helps social and environmental change professionals learn how to implement powerful techniques from the fields of game design, behavioral psychology, design, data science, and storytelling, that are not only proven to have impact, but also can make your project fun. In a 10-step framework of exercises, tutorials, and case studies, How to Save the World will teach you the art of changing the world--and it's often not what you think. Did you know that just by putting a sign above a recycling bin that showed people the number of cans inside increased the recycling rate by 67 percent? Or when people standing in line at a café were told that other customers before them had ordered a

vegetarian meal, that this simple intervention doubled the total rate of vegetarian meal orders? As you implement these academically researched and measurement-driven techniques, How to Save the World will drive you to dig into your creativity and unearth your greatest ideas that shift the numbers on the causes you most care about, so you can experience the joy and satisfaction of seeing your work really, actually change the world every single day.

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