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Hartman Hooked

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**Book Summary and
Key Takeaways**

BOOK REVIEW:

**“Hooked: How to
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Nir Eyal ... Hooked:**

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**How to Build Habit-
Forming Products -
Nir and Far**

~~A summary of the book
Hooked - Kim Hartman~~
The hook cycle is
completed, a new habit
is formed once the user
made a significant
investment in the
products that will make
its use easy to
rationalize. While the
user always has the
power to quit, a
significant number of

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people develop
unhealthy addictions to
habit forming products.

~~Hooked (PDF)~~

Hooked: How to Build
Habit-Forming
Products. Nir Eyal
Bestselling Author.
Habit-forming products
change user behavior
and create unprompted
engagement.

Harnessing the power
of habits is essential
for your product and is
great for your bottom

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~~line.
Hooked: How to Build
Habit Forming Products
by Nir Eyal~~

Consider how you might apply heuristics to make habit-forming actions more likely. Chapter 4: Variable Reward. To keep users engaged, products need to deliver on their promises.

~~How to Break Bad
Habits Hooked: How~~

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Hooked, How to Build
Habit-Forming Products
Wonderful book for
anyone starting a
business or anyone in
or interested in
Marketing or
Advertising. Short read
but explained a lot
about what "hooks" our
interest. Worth
checking it out!

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PDF Hooked How To Build Habit

Hooked is described by its author as a guide to building habit-forming technology, written for product managers, designers, marketers, and startup founders to provide: Practical insights to create habits that stick. Actionable steps for building products people love and can't put down.

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Hooked: How to Build
Habit-Forming Products
[Nir Eyal, Ryan Hoover]
on Amazon.com.

FREE shipping on
qualifying offers.

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

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engage with certain
products out of sheer
habit?

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~~"Hooked" by Nir Eyal~~
~~BOOK SUMMARY~~

This book introduces readers to the "Hook Model," a four steps process companies use to build customer habits. Through consecutive hook cycles, successful products reach their ultimate goal of bringing users back repeatedly -- without depending on costly advertising or aggressive

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who form strong user
habits enjoy several
benefits to their
bottom line. These

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companies attach their product to “internal triggers.” As a result,...

~~Behavioral Design and Time Management by Nir Eyal | Nir & Far~~
This audiobook introduces listeners to the "Hooked Model", a four-step process companies use to build customer habits. Through consecutive cycles through the hook, successful products reach their

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ultimate goal of
bringing users back
repeatedly - without
depending on costly
advertising or
aggressive messaging.

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Products: Nir Eyal ...~~
Hooked Supplemental
Workbook. This
workbook is the perfect
complement to
Hooked. It is specially
designed to help you
build your own habit-

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Habit-Forming Products
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412 quotes from
Hooked: How to Build
Habit-Forming
Products: 'Users who
continually find value
in a product are more
likely to tell their
friends about it.'

~~Hooked by Nir Eyal
Book Summary and~~

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~~Key Takeaways~~

And then, these insights were codified in the Hook model: a cycle of events, engineered to keep users coming back. The Hook cycle consists of 4 stages: trigger, action, variable reward, and ...

~~BOOK REVIEW:~~

~~"Hooked: How to Build
Habit Forming Products~~

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Nir Eyal, author of

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"Hooked: A Guide to Building Habit-Forming Products" shows you how. Nir is a two-time Silicon Valley entrepreneur who has taught the "Using Neuroscience to Influence Human Behavior" course as a Lecturer at the Stanford Graduate School of Business.

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Building Habit-Forming Products. In an age of ever-increasing distractions, quickly creating customer habits is an important characteristic of successful products. What are the secrets of building services customers love? How can designers create products compelling enough to “hook” users?

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they are to form habits . The Hook Model: a four-phase process companies use to forms habits. Through consecutive hook cycles, successful products reach their ultimate goal of unprompted user engagement, bringing users back repeatedly.

1. Trigger A trigger is the actuator of

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behavior the spark
plug in the engine.
Triggers come in t— wo
types:

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Products, Nir Eyal ...~~

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pub,mobi) Why do
some products capture
widespread attention
while others flop? What
makes us engage with
certain products out of

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sheer habit?

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Hooked is an excellent (short) book on the use of psychology in product design. As technology becomes increasingly available to entrepreneurs of all backgrounds, design has become just as important as engineering.

Correspondingly, all

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entrepreneurs should
have a good
understanding of the
principals behind
building habit-forming
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