

# The Choice Factory 25 Behavioural Biases That Influence What We Buy

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### The Choice Factory 25 Behavioural

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#### **The Choice Factory by Richard Shotton - Paul Arnold**

The Choice Factory 25 behavioural biases that influence what we buy By Richard Shotton THE BOOK IN A NUTSHELL People are not great decision makers We can easily be unconsciously influenced — often by irrelevant things The book reviews 25 biases and then suggests how they can be applied to Marketing/Advertising Paul Arnold Consulting

#### **The Choice - GBV**

The Choice Factory How 25 behavioural biases influence the products we decide to buy By Richard Shotton Hh Harriman House Contents Preface xi Introduction 1 The 25 Biases The Choice Factory 22 The Replicability Crisis 147 23 Variabilfty 153 24 Cocktail Party Effect 159 25 Scarcity 167 Ethics 173 Conclusion 179

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The Choice Factory: 25 Behavioural Biases That Influence What We Buy by Richard Shotton Taking us through a typical day of decisions, from trivial food choices to life-changing career moves, The Choice Factory explores how our behaviour is shaped by psychological shortcuts The focus throughout is the marketing potential of knowing what

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Richard Shotton, Behavioural Science Expert Unlike other consumer groups, this group's members are transient But rather than being a problem, brands should see this as a marketing opportunity As Richard Shotton discusses in his book, 'The Choice Factory: 25 behavioural ...

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applying behavioural science to understand the status quo and develop small practical steps forward that can create a big impact By exploring why human nature can be one of the biggest stumbling blocks to change, The Choice Factory examines how it can be harnessed, by putting in place strategies to address these habits setting

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- Replicating real choice environments/running trials - something research and behavioural science have in common is the best way to understand whether something works is to try it Although regulated healthcare environments often mean we can't run full randomised controlled trials (rolling different

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### 1. 2. 3. Behavioural

7 | Page 12-SVAR SVAR (Hindi for 'Musical Note') is our state-of-the-art automated spoken English assessment tool that helps you to evaluate a candidate on his/her pronunciation, fluency, intonation,

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#### Cognitive Biases with Richard Shotton

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