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In this book *The Web Psychologist*, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success.

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The second edition of Nathalie Nahai's book *Webs of Influence: The Psychology of Online Persuasion* will be out on March 19, 2017, from FT Press. Nathalie has kindly provided me an early copy for review. I had not read the first edition, so was coming to this edition with fresh

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