



**[(Hooked - 30 Minute Expert Guide : Official Summary to NIR Eyal's Hooked)] [By (author) Novato Press] published on (December, 2014)**

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Learn how to create habit-forming products people love ... in 30 minutes. The official summary of Hooked is your essential guide to understanding how to drive customer engagement and innovate with confidence and clarity. In his bestselling book Hooked, author Nir Eyal distills years of research, consulting, and practical experience and provides a how-to guide for product development-a blueprint he searched for as start-up founder but never found. An essential tool for entrepreneurs, product managers, designers, marketers, and anyone else interested in driving customer engagement, the 30 Minute Expert Guide to Nir Eyal's Hooked offers: A chapter-by-chapter synopsis that identifies the key concepts outlined in Nir Eyal's bestselling book, Hooked Actionable steps designed to help you implement your own habit-forming strategies and create better, more successful products Illustrative examples of habit-forming products including Amazon, Twitter, the Bible app, and more"

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