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Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn, and act. Some are more successful than others in influencing our behavior and choices. What is the secret power of these messages? How do they succeed in changing our behavior? This book explains the psychology behind fifty effective influence techniques of visual persuasion and how to apply them. The techniques range from influence essentials to more obscure and insidious methods. The reader will gain deep insights into how visual means are constructed to influence behavior and decision making on an unconscious level. All techniques are supported by rich visual references and additional information on the psychology of behavior change. This publication is not just an eye-opener for professionals and students in the communication and design fields, but also for anybody who wants to understand how our behavior is influenced unconsciously by advertising, social campaigns, and government messages. The book is co-authored by leading figures in social influence and visual persuasion. It is designed as an accessible modern reference book for creating and understanding persuasive visual imagery