HOOKED HOW TO BUILD READ ONLY

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Hooked How To Build Introduction

Hooked

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 engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Hooked

How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the \"Hook Model\" -- a four steps process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back over and over again, without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a startup founder – not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, startup founders, and anyone who seeks to understand how products influence our behavior.

Webs of Influence

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. 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. Webs of Influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level – with dazzling results.

Indistractable

Reveals the hidden psychology driving you to distraction. Empowering and optimistic, this is the book that will help you design your time, realise your ambitions, and live the life you really want.

Designing for Behavior Change

A new wave of products is helping people change their behavior and daily routines, whether it's exercising more (Jawbone Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior Identify your target audience and the behaviors they seek to change Extract user stories and identify obstacles to behavior change Develop effective interface designs that are enjoyable to use Measure your product's impact and learn ways to improve it Use practical examples from products like Nest, Fitbit, and Opower

Lean B2B

Get from Idea to Product/Market Fit in B2B. The world has changed. Nowadays, there are more companies building B2B products than there's ever been. Products are entering organizations top-down, middle-out, and bottom-up. Teams and managers control their budgets. Buyers have become savvier and more impatient. The case for the value of new innovations no longer needs to be made. Technology products get hired, and fired faster than ever before. The challenges have moved from building and validating products to gaining adoption in increasingly crowded and fragmented markets. This, requires a new playbook. The second edition of Lean B2B is the result of years of research into B2B entrepreneurship. It builds off the unique Lean B2B Methodology, which has already helped thousands of entrepreneurs and innovators around the world build successful businesses. In this new edition, you'll learn: - Why companies seek out new products, and why they agree to buy from unproven vendors like startups - How to find early adopters, establish your credibility, and convince business stakeholders to work with you - What type of opportunities can increase the likelihood of building a product that finds adoption in businesses - How to learn from stakeholders, identify a great opportunity, and create a compelling value proposition - How to get initial validation, create a minimum viable product, and iterate until you're able to find product/market fit This second edition of Lean B2B will show you how to build the products that businesses need, want, buy, and adopt.

#Hooked

In this insightful, engaging and entertaining book, you will learn the amazing secrets of effective communication gleamed in recent years from neuroscience and behavioural economics. You'll discover 8 simple rules that you can effectively, simply apply to your business and work so your messages are never ignored. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Build Better Products

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate

strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Badass: Making Users Awesome

Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support—everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

Build

THE NEW YORK TIMES BESTSELLER. An unorthodox guide to making things worth making, from 'the father of the iPod and iPhone' and the creator of Nest. Everyone deserves a mentor. For every career crisis, every fork in the road, you need someone to talk to. Someone who's been there before, who knows exactly how wobbly and conflicted you feel, who can give it to you straight: Here's how to think about choosing a job. Here's how to be a better manager. Here's how to approach design. Here's how to start a company. Here's how to run it. Tony Fadell learned all these lessons the hard way. He spent the first 10 years of his career in Silicon Valley failing spectacularly, and the next 20 building some of the most impactful devices in history - the iPod, iPhone, and Nest Learning Thermostat. He has enough stories and advice about leadership, design, startups, mentorship, decision making, devastating screwups, and unbelievable success to fill an encyclopedia. So that's what this book is. An advice encyclopedia. A mentor in a box. But Tony's doesn't follow the standard Silicon Valley credo that you have to radically reinvent everything you do. His advice is unorthodox because it's old school. Because it's based on human nature, not gimmicks. Tony keeps things simple: he just tells you what works. He gives you exactly what you need to make things worth making. PRAISE FOR BUILD 'This is the most fun - and the most fascinating - memoir of curiosity and invention that I've ever read.' Malcolm Gladwell, Host of the Revisionist History podcast. Author of Outliers and Talking to Strangers. 'Whether you're looking to build a great product, a creative team, a strong culture, or a meaningful career, Tony's guidance will get you thinking and rethinking.' Adam Grant, Author of Think Again & Host of the TED podcast WorkLife

Succeed

Read Heidi Grant Halvorson's blogs and other content on the Penguin Community. Just in time for New Year's resolutions, learn how to reach your goals-finally-by overcoming the many hurdles that have defeated you before. Most of us have no idea why we fail to reach our goals. Now Dr. Heidi Grant Halvorson, a rising star in the field of social psychology shows us how to overcome the hurdles that have defeated us before. Dr. Grant Halvorson offers insights-many surprising-that readers can use immediately, including how to: • Set a goal so that you will persist even in the face of adversity • Build willpower, which can be strengthened like a

muscle • Avoid the kind of positive thinking that makes people fail The strategies outlined in this book will not only help everyone reach their own goals but will also prove invaluable to parents, teachers, coaches, and employers. Dr. Grant Halvorson shows readers a new approach to problem solving that will change the way they approach their entire lives. Watch a Video

Product-Led Onboarding

When you borrow a plate from grandma, does she ask you to pay a deposit? Of course not. Likewise, blocking your non-paying (\"freemium\") customers from the core experience of your product, is like chopping your own leg off while running a marathon. Yet, this is just one of the crucial mistakes that most SaaS companies make right off the bat. Think about it. Do YOU have... Stalled accounts taking up valuable space? Sub-par clients who only expect freebies and don't ever use the full features of your product? Low conversion from free accounts to paid? Then, you might have a shot-yourself-in-the-foot problem. In this book, you'll find the easy, 6-step formula you can apply to your operations today that can change absolutely everything. You'll be able to count your company among giants like Mixpanel, Ubisoft, and Outsystems when you: Captivate clients' attention from the get-go. Make it easier for clients to get good at using your software so they are more likely to use it. Create a fool-proof checklist to make your product go viral. Match services with behaviors, and get users addicted to your product. Win rave reviews by making clients feel like VIPs. Use this strategy at each level in your team to supercharge its effect. Rinse and repeat, and watch your business grow while you sleep. In short, you'll discover why putting your customer first is the ultimate secret to growing your company. And how you can achieve astronomical conversions and customer loyalty without even trying. Check out what others are saying:

Escaping the Build Trap

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the \"build trap,\" cranking out features to meet their schedule rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company's vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for producing value through an iterative product framework How to build a culture focused on successful outcomes over outputs

Hook Point

Hook Point: How to Stand Out in a 3-Second World, by out of the box thinker Brendan Kane, breaks down the most effective strategies to generate new opportunities, innovate and scale your business, and create a compelling brand--both online and off--so you can thrive in the new micro-attention world in which we live. A lot of people know who they are, what they do, and a few even know why they do it--but even when brands or individuals have clarity in these areas, they often struggle to grab a potential audience's attention for long enough to get them to learn about their attributes. Others have amazing products or services that fail to achieve great success because they don't know how to talk about what they do effectively. This is because digital and social media have reshaped our world into one of micro-attention. There are over sixty billion messages shared on digital platforms each day, and the average person is exposed to between four thousand to ten thousand ads a day. This bombardment of stimuli has changed the way we communicate and market content both online and off. In fact, research shows that you have less than three seconds to capture a person's attention. With such a short window of time, we need to hook audiences quickly, efficiently, and consistently

if we want to successfully fuel brand awareness and growth. Luckily, Brendan Kane, an out of the box thinker and strategist who's built platforms for celebrities like Taylor Swift and Rhianna, and worked with Fortune 500 companies like Paramount, Viacom, and MTV has mastered the art of standing out. In Hook Point: How to Stand Out in a 3-Second World he reveals the power of hook points--a communication tool that helps marketers package their messages in a succinct, attention-grabbing way that leads to better opportunities both online and off. Whether you're promoting a brand, product, or service this book is the essential guide for making it in our three-second world.

Mobilized

Includes case studies from mobile pioneers such as Facebook, Uber, Tinder, WhatsApp, and more, this timely book presents an all-encompassing formula that makes it easy for any business to develop a strategy for creating winning mobile products.

Hooked

NATIONAL BESTSELLER From the #1 bestselling and Pulitzer Prize-winning author of Salt Sugar Fat, the troubling story of how food companies have exploited our most fundamental evolutionary instincts to get us hooked on processed foods. Everyone knows how hard it can be to maintain a healthy diet. But what if some of the decisions we make about what to eat are beyond our control? Is it possible that processed food is addictive, like drugs or alcohol? Motivated by these questions, Pulitzer Prize-winning investigative reporter Michael Moss began searching for answers, to find the true peril in our food. In Hooked, Moss explores the science of addiction and uncovers what the scientific and medical communities--as well as food manufacturers--already know, which is that food can, in some cases, be even more addictive than alcohol, cigarettes, or drugs. Our bodies are hard-wired for sweets, so food manufacturers have deployed fifty-six types of sugar to add to their products, creating in us the expectation that everything should be cloying; we've evolved to prefer convenient meals, so three-fourths of the calories we get from groceries come from ready-to-eat foods. Moss goes on to show how the processed food industry has not only tried to deny this troubling discovery, but exploit it to its advantage. For instance, in a response to recent dieting trends, food manufacturers have simply turned junk food into junk diets, filling grocery stores with \"diet\" foods that are hardly distinguishable from the products that got us into trouble in the first place. With more people unable to make dieting work for them, manufacturers are now claiming to add ingredients that can effortlessly cure our compulsive eating habits. A gripping account of the legal battles, insidious marketing campaigns, and cutting-edge food science that have brought us to our current public health crisis, Hooked lays out all that the food industry is doing to exploit and deepen our addictions, and shows us what we can do so that we can once again seize control.

The Story Grid

WHAT IS THE STORY GRID? The Story Grid is a tool developed by editor Shawn Coyne to analyze stories and provide helpful editorial comments. It's like a CT Scan that takes a photo of the global story and tells the editor or writer what is working, what is not, and what must be done to make what works better and fix what's not. The Story Grid breaks down the component parts of stories to identify the problems. And finding the problems in a story is almost as difficult as the writing of the story itself (maybe even more difficult). The Story Grid is a tool with many applications: 1. It will tell a writer if a Story ?works? or ?doesn't work. 2. It pinpoints story problems but does not emotionally abuse the writer, revealing exactly where a Story (not the person creating the Story'the Story) has failed. 3. It will tell the writer the specific work necessary to fix that Story's problems. 4. It is a tool to re-envision and resuscitate a seemingly irredeemable pile of paper stuck in an attic drawer. 5. It is a tool that can inspire an original creation.

Hooked

Invited to become her varsity golf team's only female member, Fredericka Oday pursues a dream of earning a scholarship, only to be challenged by golden boy Ryan Berenger, who resents Fred for replacing his best friend on the team.

Start at the End

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

How to Build a Cathedral

Gothic cathedrals are monuments to God, witnesses to the historic power of the Church, and symbols of the faith of the thousands of believers who contributed to their creation. They are also astonishing feats of construction and engineering, from a period before steel-making, machine tools and computer simulation; breathtaking in their scale and grandeur even hundreds of years after the religious impulse that produced them has largely faded away.How to Build a Cathedral is a visual exploration of the building of these masterpieces, from the initial groundplan to the topping out of the spire. Illustrated throughout with beautiful engravings, it looks at each element of the structure in turn, explaining the process of construction and the methods that were used. At intervals though the book, special gatefold pages offer a detailed snapshot of the evolution of the building as it rises into the heavens. A 16-page colour section allows for appreciation of stained glass and decorative stonework. With text written by a leading architectural historian, How to Build a Cathedral is an illuminating portrait of the genius of the medieval architect.

Hooked - Secrets and Highs of a Sober Addict

What can be more difficult than breaking a drug habit? Simple: stayingclean. Melinda Ferguson follows the powerful drug memoir Smacked with this brutally honest account of her post-addiction addictions - from self-help fads, to Oprah, to 12 step meetings, to men, to Facebook. How does an addict deal with a world in which instant gratification has become the norm? How does an addict break the cycle of use and abuse that has been their life for so many years? How does an addict balance kids, a career and a relationship while fighting to stay clean? How does an addict fill the hole in the soul? In this no-holds-barred account of her life after drugs, Melinda Ferguson reveals just how easy it is for recovering addicts to slip back into the patterns of behaviour that led them to use in the first place. Provocative and often darkly humorous, she takes us to those 'dangerous' places that all addicts battle to avoid and shows us just what it takes to come back from the brink.

Sprint (Republish)

Anda mungkin beruntung memiliki pekerjaan atau proyek mendatang dengan visi yang cemerlang. Namun, upaya mewujudkan visi ini sering kali tak mudah. Setiap hari Anda gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu, dan

proyek jangka panjang yang hanya berdasarkan asumsi. Sudah waktunya Anda mencoba Sprint, sebuah metode untuk memecahkan masalah dan menguji ide-ide baru, menyelesaikan lebih banyak hal dengan efisien. Buku ini ditulis Jake Knapp, mantan Design Partner Google Ventures, untuk menuntun Anda merasakan pengalaman menerapkan metode yang telah mendunia ini. Sprint mewujudkan pengeksekusian ide besar hanya dalam lima hari. Menuntun tim Anda dengan checklist lengkap, mulai dari Senin hingga Jumat. Menjawab segala pertanyaan penting yang sering kali hanya disimpan di benak mereka yang sedang menguji ide/konsep/produk. Sprint juga membantu Anda lebih menikmati setiap proses. Anda bisa mengamati dan bergabung dengan ratusan dari pelaku Sprint di seluruh dunia melalui tagar #sprintweek di Twitter. Sebuah proyek besar terjadi pada 2009. Seorang insinyur Gmail bernama Peter Balsiger mencetuskan ide mengenai surel yang bisa teratur secara otomatis. Saya sangat tertarik dengan idenya—yang disebut "Kotak Masuk Prioritas"—dan merekrut insinyur lain, Annie Chen, untuk bergabung bersama kami. Annie setuju, tetapi dia hanya punya waktu sebulan untuk mengerjakannya. Kalau kami tidak bisa membuktikan bahwa ide itu bisa diterapkan dalam jangka waktu tersebut, Annie akan beralih ke proyek lainnya. Saya yakin waktunya tidak akan cukup, tetapi Annie adalah insinyur yang luar biasa. Jadi, saya memutuskan untuk menjalaninya saja. Kami membagi waktu sebulan itu ke dalam empat bagian yang masing-masing lamanya seminggu. Setiap pekan, kami menggarap desain baru. Annie dan Peter membuat purwarupa, lalu pada akhir minggu, kami menguji desain ini bersama beberapa ratus orang lainnya. Pada akhir bulan, kami menemukan solusi yang bisa dipahami dan diinginkan orang- orang. Annie tetap menjadi pemimpin untuk tim Kotak Masuk Prioritas. Dan entah bagaimana caranya, kami berhasil menyelesaikan tugas desainnya dalam waktu yang lebih singkat dari biasanya. Beberapa bulan kemudian, saya mengunjungi Serge Lachapelle dan Mikael Drugge, dua orang karyawan Google di Stockholm. Kami bertiga ingin menguji ide perangkat lunak untuk konferensi video yang bisa dijalankan lewat peramban. Karena saya berada di kota tersebut hanya selama beberapa hari, kami bekerja secepat mungkin. Pada penghujung kunjungan saya, kami berhasil menyelesaikan purwarupanya. Kami mengirimkannya ke rekan kerja kami lewat surel dan mulai menggunakannya dalam rapat. Dalam beberapa bulan, seluruh perusahaan sudah bisa menggunakannya. (Selanjutnya, versi yang sudah dipoles dan disempurnakan dari aplikasi berbasis web tersebut dikenal sebagai Google Hangouts.) Dalam kedua kasus tersebut, saya menyadari bahwa saya bekerja jauh lebih efektif ketimbang rutinitas kerja harian saya atau ketika mengikuti lokakarya diskusi sumbang saran. Apa yang membedakannya? Saya menimbang kembali lokakarya tim yang saya gagas sebelumnya. Bagaimana kalau saya memasukkan elemen ajaib lainnya—fokus pada kerja individu, waktu untuk membuat purwarupa, dan tenggat yang tak bisa ditawar? Saya lalu menyebutkan, "sprint" desain. Saya membuat jadwal kasar untuk sprint pertama saya: satu hari untuk berbagi informasi dan mereka ide, diikuti dengan empat hari pembuatan purwarupa. Sekali lagi, tim Google menyambut baik eksperimen ini. Saya memimpin sprint untuk mendesain Chrome, Google Search, Gmail, dan proyek-proyek lainnya. Ini sangat menarik. Sprint ini berhasil. Ide-ide diuji, dibangun, diluncurkan, dan yang terbaik, kebanyakan dari ide-ide ini berhasil diterapkan dalam dunia nyata. Proses sprint menyebar di seisi Google dari satu tim ke tim lain, dari satu kantor ke kantor lain. Seorang desainer dari Google X tertarik dengan metode ini, jadi dia menjalankan sprint untuk sebuah tim di Google Ads. Anggota tim dalam sprint di Ads kemudian menyampaikannya kepada kolega mereka, dan begitu seterusnya. Dalam waktu singkat saya mendengar penerapan sprint dari orang-orang yang tidak saya kenal. Dalam perjalanannya, saya membuat beberapa kesalahan. Sprint pertama saya melibatkan empat puluh orang—jumlah yang sangat besar dan justru hampir menghambat sprint tersebut, bahkan sebelum dimulai. Saya menyesuaikan waktu yang diperlukan untuk mengembangkan ide dan pembuatan purwarupa. Saya jadi memahami mana yang terlalu cepat, terlalu lambat, hingga akhirnya menemukan yang waktu paling sesuai. Beberapa tahun kemudian, saya bertemu Bill Maris untuk membicarakan sprint. Bill adalah CEO Google Ventures, perusahaan modal ventura yang didirikan Google untuk berinvestasi pada startup-startup potensial. Dia adalah salah satu orang berpengaruh di Silicon Valley. Namun, Anda tidak akan menyangkanya dari pembawaannya yang santai. Pada sore itu, dia mengenakan pakaian khasnya, yaitu topi bisbol dan kaus dengan tulisan tentang Vermont. Bill tertarik untuk menjalankan sprint dengan startup dalam portofolio GV. Startup biasanya hanya memiliki satu kesempatan emas untuk mendesain sebuah produk yang sukses, sebelum akhirnya kehabisan dana. Sprint bisa membantu mencari tahu apakah startup-startup ini berada di jalur yang tepat sebelum akhirnya mereka bisa berkecimpung dalam tahapan yang lebih berisiko untuk membangun dan meluncurkan produk mereka. Dengan menjalankan sprint, mereka bisa mendapatkan sekaligus menghemat uang. Namun agar berhasil, saya harus menyesuaikan proses sprint ini. Saya sudah

berpikir mengenai produktivitas individu dan tim selama beberapa tahun. Namun, saya hampir tidak tahu apa-apa mengenai startup dan kebutuhan bisnis mereka. Tetap saja, antusiasme Bill meyakinkan saya bahwa Google Ventures adalah tempat yang tepat untuk menerapkan sprint—sekaligus tempat yang tepat bagi saya. "Ini misi kita," ujarnya, "untuk bisa menemukan entrepreneur terbaik di muka bumi dan membantu mereka membuat dunia ini menjadi tempat yang lebih baik." Saya tentu tak bisa menolaknya. Di GV, saya bergabung dengan tiga rekan lain: Braden Kowitz, John Zeratsky, dan Michael Margolis. Bersama, kami mulai menjalankan sprint dengan startup-startup, bereksperimen dengan prosesnya, dan menguji hasilnya agar bisa menemukan cara untuk memperbaikinya. Ide-ide dalam buku ini lahir dari semua anggota tim kami. Braden Kowitz memasukkan desain berbasis cerita dalam proses sprint, sebuah pendekatan tak biasa yang berfokus pada pengalaman konsumen alih-alih komponen individu atau teknologi. John Zeratsky membantu kami memulai dari akhir sehingga tiap sprint bisa membantu menjawab berbagai pertanyaan bisnis paling penting. Braden dan John memiliki pengalaman dalam bisnis dan startup, hal yang tidak saya miliki, dan mereka menyesuaikan prosesnya untuk menciptakan fokus yang lebih baik dan keputusan yang lebih cerdas di tiap sprint. Michael Margolis mendorong kami untuk mengakhiri tiap sprint dengan pengujian di dunia nyata. Dia menjalankan riset konsumen, yang perencanaan dan pelaksanaannya bisa menghabiskan waktu berminggu-minggu, dan menemukan cara untuk mendapatkan hasil yang jelas hanya dalam sehari. Ini benar-benar sebuah keajaiban. Kami tidak perlu lagi menebak-nebak apakah solusi kami bagus atau tidak karena di akhir tiap sprint, kami mendapatkan jawabannya. Kemudian ada Daniel Burka, seorang entrepreneur yang mendirikan dua startup sebelum menjual salah satunya ke Google dan bergabung dengan GV. Saat kali pertama menjelaskan proses sprint kepadanya, dia skeptis. Baginya, sprint terdengar seperti serangkaian proses manajemen yang rumit. Namun, dia sepakat untuk mencoba salah satunya. "Dalam sprint pertama itu, kami memangkas prosesnya dan menciptakan sesuatu yang ambisius hanya dalam sepekan. Saya benar-benar jatuh hati." Setelah kami berhasil meyakinkannya, pengalaman langsung Daniel sebagai seorang pendiri startup dan sikapnya yang tidak menoleransi omong kosong membantu kami menyempurnakan prosesnya. Sejak sprint pertama di GV pada 2012, kami telah beradaptasi dan bereksperimen. Mulanya kami mengira pembuatan purwarupa dan riset yang cepat hanya akan berhasil untuk produk berskala besar. Mampukah kami bergerak sama cepatnya jika konsumen kami adalah para ahli di berbagai bidang seperti kesehatan dan keuangan? Tanpa disangka, proses lima hari ini bisa bertahan. Proses ini sesuai untuk semua jenis konsumen, mulai dari investor sampai petani, dari onkolog sampai pemilik bisnis skala kecil. Juga bagi situs web, aplikasi iPhone, laporan medis, hingga perangkat keras berteknologi tinggi. Tidak hanya untuk mengembangkan produk, kami juga menggunakan sprint untuk menentukan prioritas, strategi pemasaran, bahkan menamai perusahaan. Proses ini berulang-ulangmenyatukan tim dan menjadikan ide-ide menjadi nyata. Selama beberapa tahun belakangan, tim kami mendapatkan beragam kesempatan untuk bereksperimen dan memvalidasi ide kami mengenai proses kerja. Kami menjalankan lebih dari seratus sprint bersama dengan startup-startup dalam portofolio GV. Kami bekerja bersama, sekaligus belajar dari para entrepreneur brilian seperti Anne Wojcicki (pendiri 23andMe), Ev Williams (pendiri Twitter, Blogger, dan Medium), serta Chad Hurley dan Steve Chen (pendiri YouTube). Pada awalnya, saya hanya ingin membuat hari-hari kerja saya efisien dan berkualitas. Saya ingin berfokus pada apa yang benar-benar penting dan menjadikan waktu saya berharga—bagi saya, tim, dan konsumen kami. Kini, lebih dari satu dekade kemudian, proses sprint secara konsisten telah membantu saya meraih mimpi tesebut. Dan saya sangat senang berbagi mengenai hal tersebut dengan Anda dalam buku ini. Dengan keberuntungan, Anda bisa memilih pekerjaan Anda karena visi yang tajam. Anda ingin berbagi visi tersebut kepada dunia, baik yang berupa pesan, layanan, maupun pengalaman, dengan perangkat lunak maupun keras, atau bahkan—sebagaimana dicontohkan dalam buku ini—sebuah cerita atau ide. Namun, mewujudkan visi ini tak mudah. Gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu Anda, dan proyek jangka panjang yang hanya berdasarkan asumsi. Prosesnya tidak harus selalu seperti ini. Sprint menawarkan jalur untuk memecahkan masalah-masalah besar, menguji ide-ide baru, menyelesaikan lebih banyak hal, dan melakukan semuanya dengan lebih cepat. Sprint juga membantu Anda lebih menikmati prosesnya. Dengan kata lain, Anda benar-benar harus mencobanya sendiri. Ayo kita mulai. —Jake Knapp San Francisco, Februari 2016 [Mizan, Bentang Pustaka, Manajemen, Ide, Kreatif, Inovasi, Motivasi, Dewasa, Indonesia] spesial seri bentang bisnis & startup

Where's the Dragon?

This is a story about one man, one boy, one dog, and their hunt for an enormous old dragon. Enjoy the story, and then see how many dragons you can find along the way!

Irresistible

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers David and Goliath and Outliers "One of the most mesmerizing and important books I've read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam Grant, New York Times bestselling author of Originals and Give and Take Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave is available in paperback from Penguin.

Atomic Habits (Tamil)

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Product-Led Growth

\"Product-Led Growth is about helping your customers experience the ongoing value your product provides. It is a critical step in successful product design and this book shows you how it's done.\" - Nir Eyal, Wall Street Journal Bestselling Author of \"Hooked\"

The Design of Everyday Things

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn

on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

The Monster at the End of this Book (Sesame Street)

Many adults name this book as their favorite Little Golden Book. Generations of kids have interacted with lovable, furry old Grover as he begs the reader not to turn the page—for fear of a monster at the end of the book. "Oh, I am so embarrassed," he says on the last page . . . for, of course, the monster is Grover himself! This all-time favorite is now available as a Big Little Golden Book—perfect for lap-time reading.

How to Build a Billion Dollar App

THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS 'A must read for anyone who wants to start a mobile app business' Riccardo Zacconi, founder and CEO King Digital (maker of Candy Crush Saga) 'A fascinating deep dive into the world of billion-dollar apps. Essential reading for anyone trying to build the next must-have app' Michael Acton Smith, Founder and CEO, Mind Candy Apps have changed the way we communicate, shop, play, interact and travel and their phenomenal popularity has presented possibly the biggest business opportunity in history. In How to Build a Billion Dollar App, serial tech entrepreneur George Berkowski gives you exclusive access to the secrets behind the success of the select group of apps that have achieved billion-dollar success. Berkowski draws exclusively on the inside stories of the billion-dollar app club members, including Instagram, Whatsapp, Snapchat, Candy Crush and Uber to provide all the information you need to create your own spectacularly successful mobile business. He guides you through each step, from an idea scribbled on the back of an envelope, through to finding a cofounder, building a team, attracting (and keeping) millions of users, all the way through to juggling the pressures of being CEO of a billion-dollar company (and still staying ahead of the competition). If you've ever dreamed of quitting your nine to five job to launch your own company, you're a gifted developer, seasoned entrepreneur or just intrigued by mobile technology, How to Build a Billion Dollar App will show you what it really takes to create your own billion-dollar, mobile business.

Building with Straw Bales

Straw bale building is a radically different approach to the process of building. Like all innovative ideas, it has been pioneered by the passionate, and used experimentally by those with the vision to see its potential. It is firmly based in that sustainable, 'green building' culture that has brought to the construction industry many new and useful ideas about energy efficiency and responsibility towards the environment. As a building material, straw excels in the areas of cost-effectiveness and energy efficiency. This practical guide has been written by the most experienced straw bale builder in the UK. It gives details of all the main construction methods, and includes: * bale specifications * plans * walls and foundations * doors and windows * plastering * building regulations and planning permission * frequently asked questions * construction drawings. This fully revised and updated edition includes new construction drawings, standard details for best practice design, examples of off-the-peg drawings for small buildings such as summer-houses and studios, and designs for affordable houses. These designs meet Building Regulations Code 6 for sustainable homes, and have a carbon rating of less than zero.

The Addiction Formula

Discover The Songwriting Technique Used In 97% Of All Hit Songs How To Use Subtle Psychological Triggers To Captivate ANY Audience. \"Writing Pop, Rock, RnB or Hip Hop has never been easier or more fun.\" Master The Art Of Writing Addicting Songs Music is a tough industry to break into. With production gear being affordable for the first time in history, it seems like EVERYONE is making music these days. Getting noticed in the continuous stream of information that is the internet seems almost impossible. BUT: There is a technique designed specifically to captivate and hook an audience and with The Addiction Formula, you can learn it in a couple of hours. You will learn all about Lyric-Less Storytelling, a technique used by the most successful songwriters of our time. If you've always wanted to know how to write songs that stick out and speak to a large audience, this is the book for you. The Songwriting Book For A New Generation Of Songwriters The 60s are OVER! Songwriting today is a very different experience than it was when the Beatles were on the air. By combining Arrangement, Harmony, Melody, Rhythm, Lyrics and Production in one deviously simple technique it is the first songwriting book that speaks to an all-writing, all-producing DIY generation. Includes over 317 Techniques You Will Be Able To Use INSTANTLY Part 2 of The Addiction Formula is almost like a dictionary of hit songwriting techniques. All the tools are hand-picked from hit songs of the past 30 years. But this book is far more than just a list of tips and tricks: The Addiction Formula also shows you how the techniques can be applied to your songs. It puts all of what you learn into perspective and shows you how they all fit together. With 331 Examples Incl. Songs By Rihanna, Katy Perry, Drake and Maroon 5 Are you sick and tired of being taught techniques based on some old County song you've never heard of? One of my guidelines for writing this book was to only include hit songs from the past 30 years. Every single technique in The Addiction Formula is proven with one or more examples to show it in action and to help you learn it quickly and easy. I mean, hey, you get to learn by listening to the songs you listen to anyways! It's fun, quick and practical. Scroll up and get your copy NOW!

Hooked on the Game

Everyone has secrets that define them, a past that has shaped them, and a game they play - whether they know it or not. Despite the fact they live next door to each other, Kade and Raya have never made an effort to speak, until a wild party, four frat boys, and... a bulldozer. Sterling Shore was supposed to be a new start for eighteen-year-old Raya Capperton. Everything was working out perfectly until her two roommates were expelled for a prank, leaving Raya with the house she couldn't afford on her own. Fate intervenes before she has the chance to find a new home, but she struggles to decide if it's divine luck or the devil's cruel sense of humor. Twenty-one-year-old Kade Colton has his life planned out, and everything he does is an elaborate game to aid him with his future endeavors. Coming from money has made Kade's life easy, but he wants to build his own name - his own future. The thing he doesn't realize... when you only put forth superficial effort, you only acquire superficial friends. Raya is torn between being amused or disturbed by Kade and his philosophy, but the drive behind his determination isn't what Raya expected. Little by little, her hatred fades and is replaced by emotions she never would have believed she could have for the rich jerk she desperately doesn't want to care about. Too bad you can't force yourself not to care. The problem is... Kade's shiny name can't be tarnished, and Raya has a jaded tie she can't cut loose. Nothing about them can work, nothing about them makes sense, but nothing can seem to stop them from trying. *Not suitable for anyone under the age of eighteen **No cliffhanger **New Adult Contemporary Romance **Descriptive sex **Language

Hacking Growth

'a compelling methodology... to increase market share quickly' -- Eric Ries, bestselling author of THE LEAN STARTUP 'a must-read for anyone in business' -- James Currier, managing partner, NFX Guild 'will teach you how to think like a marketer of tomorrow' -- Josh Elman, partner, Greylock Partners Growth is now the first thing that investors, shareholders and market analysts look for in assessing and valuing companies. HACKING GROWTH is a highly accessible, practical, method for growth that involves cross-functional teams and continuous testing and iteration. Hacking Growth does for marketshare growth what THE LEAN

STARTUP does for product development and BUSINESS MODEL GENERATION does for strategy. HACKING GROWTH focuses on customers - how to attain them, retain them, engage them, and monetize them - rather than product. Written by the method's pioneers, this book is a comprehensive toolkit or \"bible\" that any company in any industry can use to implement their own Growth Hacking strategy, from how to set up and run growth teams, to how to identify and test growth levers, and how to evaluate and act on the results. It is designed for any company or leader looking to break out of the ruts of traditional marketing and become more collaborative, less wasteful, and achieve more consistent, replicable, and data-driven results.

Start With Why

THE MILLION-COPY GLOBAL BESTSELLER - BASED ON THE LIFE-CHANGING TED TALK! DISCOVER YOUR PURPOSE WITH ONE SIMPLE QUESTION: WHY? 'One of the most incredible thinkers of our time; someone who has influenced the way I think and act every day' Steven Bartlett, investor, BBC Dragon and host of The Diary of a CEO podcast ***** Why are some people more inventive, pioneering and successful than others? And why are they able to repeat their success again and again? Because it doesn't matter what you do, it matters WHY you do it. Those who have had the greatest influence in the world all think, act, and communicate in the same way - and it's the opposite to most. In Start with Why, Simon Sinek uncovers the fundamental secret of their success. How you lead, inspire, live, it all starts with why. WHAT READERS ARE SAYING: 'It's amazing how a book can change the course of your life, and this book did that.' 'Imagine the Ted Talk expanded to 2 hours long, with more depth, intrigue and examples.' 'What he does brilliantly is demonstrate his own why - to inspire others - throughout.'

Hooked

How sex is rewiring your brain—for good and for bad What does a three-pound brain have to do with one's sex life? A lot, actually. Hooked is about what's happening to your brain when you're having sex. With scientific data put in layman's terms, this book demonstrates that: Sexual activity releases chemicals in the brain, creating emotional bonds between partners. This is great news for marriages! Once formed, however, breaking these bonds can have damaging effects on the brain such as depression and difficulty bonding with someone else in the future. The continual forming and breaking of these bonds can have permanent effects on a person's brain. PLUS! This updated edition also includes a brand new chapter about the effects of pornography on the brain. All this data about bonding, sex, and pornography has important implications in a casual sex culture. Regardless of what we wish were true, the facts tell us "safe sex" isn't as safe as it seems. Learn about your brain, the positive effects of sex within permanently committed relationships, and how you can protect yourself (especially your brain) from the dangers of casual sex.

The Book of Hook

There was once a boy who wouldn't grow old. A boy who came to the windows of children yearning for adventure, all too eager to grant it to them. A boy who could breathe magic into a mind otherwise doomed for stodgy, grownup responsibilities and boredom.Or that's how the story goes. Reality often bears a darker shade of truth. One thing is for sure; the book she grew up reading got it all wrong. Neverland isn't all it was written to be.A warning would have been nice. . .* Contains adult situations, this book intended for 18+

Build Better Characters: The Psychology of Backstory & how to Use it in Your Writing to Hook Readers

Compelling characters are what keeps readers turning pages and buying books - from fantasies to mysteries to the great literary novel. But how to do you create characters that feel three dimensional and real on the page? Counsellor and author Eileen Cook shares common psychological techniques to help you build your characters and take your story to the next level. Covering understanding your character's backstory and how

it impacts their choices in your book by doing a structured counselling interview, personality structure (Myers Briggs and Emotional Intelligence) and how that may lead to conflict, and understand dissecting the Stages of Change to see how your character moves through them . Filled with practical tips, examples and prompts this is a craft book you will return to over and over. This is the second book in the Creative Academy Guides for Writers series. Be sure to check out the rest of the guides for writers in this series. Scrappy Rough Draft by Donna Barker Build Better Characters by Eileen Cook Strategic Series Author by Crystal Hunt

Computer Engineering for Babies

An introduction to computer engineering for babies. Learn basic logic gates with hands on examples of buttons and an output LED.

Spanish Sentence Builders - A Lexicogrammar approach

This version has been fully re-checked for accuracy and re-formatted to make it even more user-friendly, following feedback after a full year of classroom use by thousands of teachers across the world. Spanish Sentence Builders is a workbook aimed at beginner to pre-intermediate students co-authored by two modern languages educators with over 40 years of extensive classroom experience between the two, both in the UK and internationally. This 'no-frills' book contains 19 units of work on very popular themes, jam-packed with graded vocabulary-building, reading, translation, retrieval practice and writing activities. Key vocabulary, lexical patterns and structures are recycled and interleaved throughout. Each unit includes: 1) A sentence builder modelling the target constructions; 2) A set of vocabulary building activities; 3) A set of narrow reading texts exploited through a range of tasks focusing on both the meaning and structural levels of the text; 4) A set of retrieval-practice translation tasks; 5) A set of writing tasks targeting essential micro-skills such as spelling, lexical retrieval, syntax, editing and communication of meaning. Based on the Extensive Processing Instruction (E.P.I.) principle that learners learn best from comprehensible and highly patterned input flooded with the target linguistic features, the authors have carefully designed each and every text and activity to enable the student to process and produce each item many times over. This occurs throughout each unit of work as well as in smaller grammar, vocabulary and question-skills micro-units located at regular intervals in the book, which aim at reinforcing the understanding and retention of the target grammar, vocabulary and question patterns.

Seductive Interaction Design

What happens when you've built a great website or app, but no one seems to care? How do you get people to stick around long enough to see how your service might be of value? In Seductive Interaction Design, speaker and author Stephen P. Anderson takes a fresh approach to designing sites and interactions based on the stages of seduction. This beautifully designed book examines what motivates people to act. Topics include: AESTHETICS, BEAUTY, AND BEHAVIOR: Why do striking visuals grab our attention? And how do emotions affect judgment and behavior? PLAYFUL SEDUCTION: How do you create playful engagements during the moment? Why are serendipity, arousal, rewards, and other delights critical to a good experience? THE SUBTLE ART OF SEDUCTION: How do you put people at ease through clear and suggestive language? What are some subtle ways to influence behavior and get people to move from intent to action? THE GAME OF SEDUCTION: How do you continue motivating people long after the first encounter? Are there lessons to be gained from learning theories or game design? Principles from psychology are found throughout the book, along with dozens of examples showing how these techniques have been applied with great success. In addition, each section includes interviews with influential web and interaction designers.

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