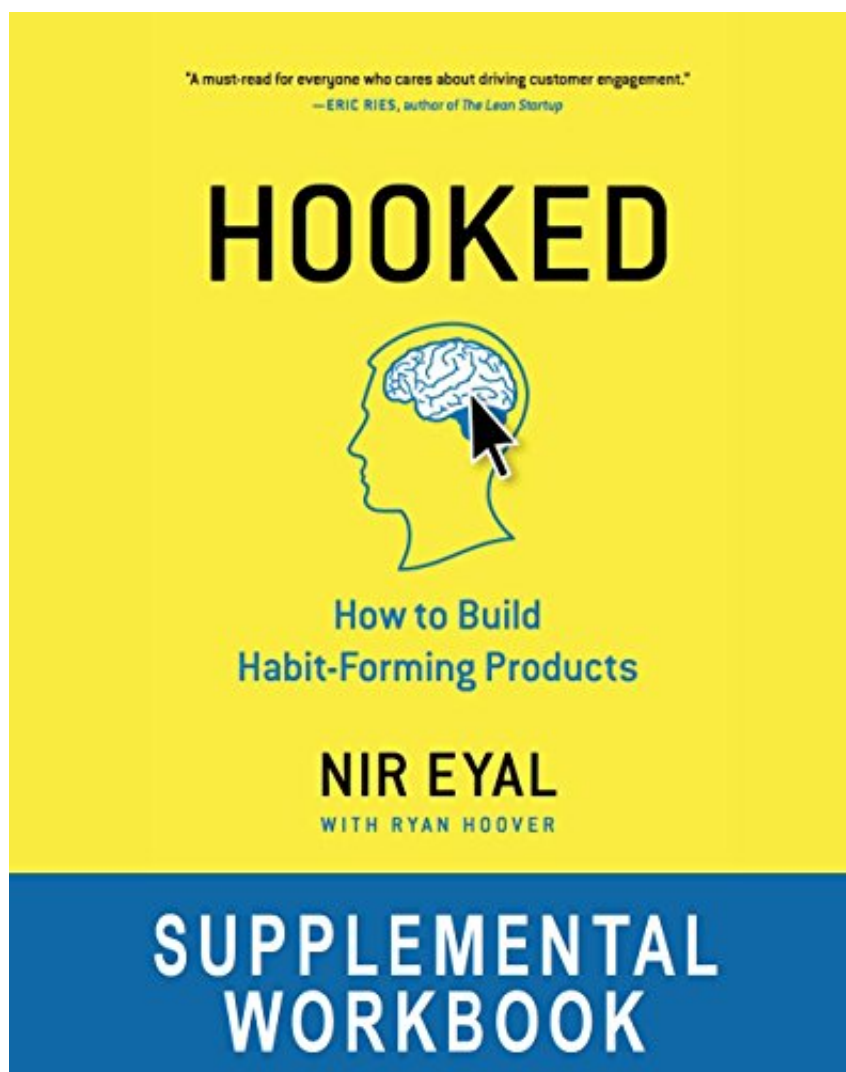


Hooked Workbook: Supplemental Workbook for Nir Eyal's "Hooked: How to Build Habit-Forming Products"

by
Nir Eyal



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Synopsis

This workbook is a SUPPLEMENT to Nir Eyal's bestselling book, "Hooked: How to Build Habit-Forming Products" The workbook is meant to help readers of Hooked get more out of the book with guided questions to help you build your own habit-forming product. The workbook walks you through all four steps of Eyal's Hooked Model and draws out your insights to help you overcome challenges you might face building an engaging product or service. Please purchase Hooked in conjunction with this workbook. 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.

What people say about this book

GuideU, "Hooked for Good!. Nir Eyal is a great mind. His works are visionary. Anyone that is a student of social media or higher education desiring to understand why people do what they do...this is a must read! As a university professor I have gained a high appreciation and great respect for for Nir Eyal's "right on target" approach. Easy to read, understand and apply in so many ways. Prof W"

Chris, "Five Stars. Great supplement to Google Sprint. If you are new to consumer products and digital this book is for you."

Nadia Cash, "Excellent reading.. Excellent book. Recommended read."

Tamjychan, "Five Stars. Easy read"

Junedalam manjur attar, "Master piece read it once and you will get correct approach to your business. A treasure of sucess please read it once you will get a correct way to building perfect business.. Take it"

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