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Summary of Hooked: By NIR Eyal with Ryan Hoover Includes Analysis

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Preview:

Hooked is a textbook for developers and designers who wish to build a product or app that will repeatedly engage its users. Today, more than ever, a product needs to be self-sustaining in its ability to keep its users loyal and active. In the past, companies could rely on advertising to remind users to purchase or interact with their product. Today, however, the most successful companies in the world—Facebook, Google, Apple, to name a few—all thrive on becoming an instinctive part of their target users' lives, triggering them to continue using the product without so much as a reminder.

A habit is an action that is performed with little thought or conscious compulsion. If a person needs to overcome a major hurdle to complete the action, it's unlikely to become an ingrained habit. However…

PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book.

Inside this Instaread Summary of Hooked

· Overview of the book

· Important People

· Key Takeaways

· Analysis of Key Takeaways

About the Author

With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience.

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Ricky Copeland:

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Emma Peterson:

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