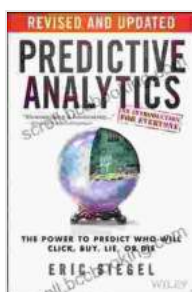


# The Power To Predict Who Will Click, Buy, Lie, or Die

Have you ever wondered why some people click on your ads while others don't? Or why some people are more likely to buy your products than others? Or why some people are more likely to lie to you than tell you the truth?



## Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel

★★★★☆ 4.3 out of 5

Language : English  
File size : 7434 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 356 pages  
Lending : Enabled



The answers to these questions lie in understanding human behavior. And that's exactly what this book will teach you.

In "The Power To Predict Who Will Click, Buy, Lie, or Die," you'll learn the secrets to understanding why people do what they do. You'll learn how to predict their behavior and how to use this knowledge to influence their actions.

This book is perfect for marketers, sales professionals, persuaders, and anyone else who wants to understand and influence human behavior.

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- The four key factors that drive human behavior
- How to use these factors to predict behavior
- How to influence behavior using persuasion techniques
- How to use behavior prediction to improve your marketing, sales, and persuasion efforts

## **About the Author**

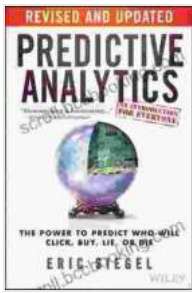
Dr. Robert Cialdini is a world-renowned expert in the field of influence and persuasion. He is the author of several bestselling books, including "Influence: The Psychology of Persuasion" and "Pre-Suasion: A Revolutionary Way to Influence and Persuade."

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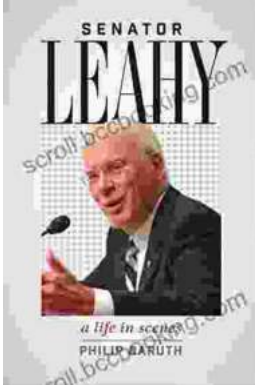
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