

[PDF] 100 Things Every Designer Needs To Know About People (Voices That Matter)

Susan Weinschenk - pdf download free book



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Description:

About the Author Susan Weinschenk has a Ph.D. in Psychology, and over 30 years of experience as a behavioral scientist, applying psychology to the design of communication and online interactions. She is a consultant to Fortune 1000 companies, start-ups, educational institutions, non-profits, and US government agencies. Susan is the founder of the Weinschenk Institute, LLC. She is a speaker

and teacher, and has written several books, including *How To Get People To Do Stuff*, *100 Things Every Presenter Needs To Know About People*, *100 Things Every Designer Needs to Know About People*, and *Neuro Web Design: What makes them click?* Susan writes two popular blogs: the Brain Wise blog at Psychology Today, and her own blog at her website: theteamw.com/blog.

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