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Irresistible: The Rise of Addictive Technology ... Irresistible by Adam Alter review - an entertaining look at technology addiction. This examination of today’s tech-zombie epidemic is worth putting your phone down for - at least for a while. Irresistible by Adam Alter review - an entertaining look ... Irresistible (2017), a non-fiction book by Adam Alter, explores the relationship between humans and addictive technologies. Alter, a teacher at the New York University Stern School of Business, also works as a marketing consultant. Irresistible Summary | SuperSummary Adam Alter is an Associate Professor of Marketing at New York University’s Stern School of Business, with an affiliated appointment in the New York University Psychology Department. Adam’s academic research focuses on judgment and decision-making and social psychology, with a particular interest in the sometimes surprising effects of subtle cues in the environment on human cognition and behavior. NYU Stern - Adam Alter - Associate Professor of Marketing Adam Alter is an Associate Professor of Marketing at New York University’s Stern School of Business, with an affiliated appointment in the New York University Psychology Department. Adam Alter In a new book, “Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked,” the social psychologist Adam Alter warns that many of us — youngsters, teenagers, adults — are ... Why We Can’t Look Away From Our Screens - The New York Times 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. Irresistible (Audiobook) by Adam Alter | Audible.com — Adam Alter, *Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked* “DNA evidence suggests that Neanderthals carried a gene known as DRD4-7R as long as forty thousand years ago. Irresistible Quotes by Adam Alter - Goodreads Adam Alter is an American marketing author who also teaches at New York University Stern School of Business. He is a New York Times-Best Seller and has been reviewed by Chicago Tribune, saying “explores the roots of our tech addiction,” The Washington Post saying “enjoyable yet alarming, and Publishers Weekly and The Guardian, saying “illuminating on the ways that designers engineer behavioural addiction.” Adam Alter - Wikipedia Adam Alter is an American

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Irresistible. That’s the perfect word to describe the growing array of addictive technologies that are capturing so much of our attention these days. And, it’s the perfect name for the book.

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PNTV: Irresistible by Adam Alter

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Irresistible Quotes by Adam Alter - Goodreads

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