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Walk-Ins Welcome  
Podcast #54 -  
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fascinating, and  
frightening  
biological and  
psychological  
connections  
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elevator, a surgical patient asking for painkillers, and the millions of people hooked on Facebook. No one who has ever seen an advertisement, checked their email on a smartphone, or used the Internet will come away quite the same."

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Amazon.com:

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Adam Alter is an  
Associate Professor  
of Marketing and  
Psychology at New  
York University's  
Stern School of  
Business, and the  
author of *Drunk  
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York Times  
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bestseller about the forces that shape how we think, feel, and behave, and Irresistible, a book about the rise of tech addiction and what we should do about it.

Irresistible: The  
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Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked (2017), a nonfiction book by Adam Alter, explores the relationship between humans and addictive technologies.

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Adam Alter

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In this  
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Adam Alter, a  
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marketing at NYU,  
tracks the rise of  
behavioral  
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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.

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## Adam Alter

Irresistible by  
Adam Alter review  
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Adam Alter is a  
marketing author  
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at New York  
University Stern  
School of Business.  
He is a New York  
Times-Best Seller  
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Chicago Tribune,  
saying "explores  
the roots of our  
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The Washington  
Post saying  
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Publishers Weekly  
and The Guardian,  
saying "illuminating  
on the ways that  
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behavioral  
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Hardcover – 7 Mar.  
2017 by Adam  
Alter (Author) 4.4  
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Adam Alter  
explores the  
relationship  
between humans  
and addictive  
technologies. He is

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Adam Alter is a professor of marketing at New York University Stern School of Business and has written other nonfiction titles about human behavior, such as *Drunk Tank Pink*.

Irresistible Book  
Summary, by Adam  
Alter | Allen Cheng

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Adam Alter is a Professor of Marketing at New York University's Stern School of Business and the Robert Stansky Teaching Excellence Faculty Fellow, with an affiliated appointment in the New York University

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tracks the rise of  
behavioral  
addiction, and  
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Adam Alter dives  
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drives our tech  
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Adam Alter's  
academic research  
focuses on  
judgment, decision-



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making and social psychology, with a particular interest in the sometimes surprising effects of subtle cues in the environment on human cognition and behavior.

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Speaker | TED  
In this  
revolutionary book,

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overview of  
addictive  
behaviours,  
examining where  
they begin, who  
designs them, and  
the psychological  
tricks that make  
them so  
compelling. Alter  
offers some useful  
suggestions for  
changing your own  
bad habits.

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Summary Notes

I came across the

book Irresistible:

The Rise of

Addictive

Technology and the

Business of

Keeping Hooked by

Adam Alter. It is a

pretty recent book

(published in March

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2017) written by a young professor (36 years old then) so I decided to give it a shot. It turns out to be really worth the time.

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