



Enganchado (Hooked): Como Construir Productos y Servicios Exitosos Que Formen Habitos (Spanish Edition)

Nir Eyal

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¿Por qué algunos productos capturan nuestra atención, mientras otros fracasan? ¿Qué hace que nos relacionemos con ciertos productos? ¿Hay un patrón que subyace a cómo nos enganchan algunas tecnologías? Este libro introduce a los lectores en el "Modelo Hook", un proceso de cuatro pasos que las empresas usan para construir hábitos. A través de ciclos de enganche (hook) consecutivos, los productos exitosos consiguen el objetivo final de atraer repetidamente a los usuarios - sin depender de costosa publicidad o agresivos mensajes. Enganchado (Hooked) es una guía para construir productos que la gente no pueda dejar. Escrito para gerentes de producto, diseñadores, gerentes de marketing, emprendedores, gerentes de desarrollo de clientes y gente ansiosa de aprender más acerca de elementos que nos ayuden a controlar nuestras conductas. Este libro entrega a los lectores: - Ideas prácticas para crear hábitos intensos en los usuarios. - Pasos accionables para construir productos que la gente ame. - Técnicas usadas por Twitter, Instagram, Pinterest, y otros productos que forman hábitos. Nir Eyal resumió años de estudios, consultoría y experiencia práctica para escribir un manual para crear productos que forman hábitos. Nir ha enseñado en el Graduate School of Business de la Universidad de Stanford y en el Hasso Plattner Institute of Design (d.school) de esa misma universidad. Sus escritos sobre tecnología, sociología y negocios aparecen en medios como el Harvard Business Review, The Atlantic, TechCrunch, y Psychology Today.

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