

the companies and brands we support. Applies the social psychology concepts of "warmth" (what intentions others have toward us) and "competence" (how capable they are of carrying out those intentions) to the way we perceive and relate to companies and brands Features in-depth analyses of companies such as Hershey's, Domino's, Lululemon, Zappos, Amazon, Chobani, Sprint, and more Draws from original research, evaluating over 45 companies over the course of 10 separate studies The Human Brand is essential reading for understanding how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age.

An insightful look at how touch, taste, smell, sound, and appearance affect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. Customer Sense describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.

What a pity it would have been if biologists had refused to accept Darwin's theory of natural selection, which has been essential in helping biologists understand a wide range of phenomena in many animal species. These days, to study any animal species while refusing to consider the evolved adaptive significance of their behavior would be considered pure folly--unless, of course, the species is homo sapiens. Graduate students training to study this particular primate species may never take a single course in evolutionary theory, although they may take two undergraduate and up to four graduate courses in statistics. These methodologically sophisticated students then embark on a career studying human aggression, cooperation, mating behavior, family relationships, or altruism with little or no understanding of the general evolutionary forces and principles that shaped the behaviors they are investigating. This book hopes to redress that wrong. It is one of the first to apply evolutionary theories to mainstream problems in personality and social psychology that are relevant to a wide range of important social phenomena, many of which have been shaped and molded by natural selection during the course of human evolution. These phenomena include selective biases that people have concerning how and why a variety of activities occur. For example: * information exchanged during social encounters is initially perceived and interpreted; * people are romantically attracted to some potential mates but not others; * people often guard, protect, and work hard at maintaining their closest relationships; * people form shifting and highly complicated coalitions with kin and close friends; and * people terminate close, long-standing relationships. Evolutionary Social Psychology begins to disentangle the complex, interwoven patterns of interaction that define our social lives and relationships.

How We Relate to People, Products, and Companies

Theories and Practices

Consumer Behavior

How the 5 Senses Influence Buying Behavior

Become the Man Women Want

Designing for Behavior Change

In 2011 the World Bank—with funding from the Bill and Melinda Gates Foundation—launched the Global Findex database, the world's most comprehensive data set on how adults save, borrow, make payments, and manage risk. Drawing on survey data collected in collaboration with Gallup, Inc., the Global Findex database covers more than 140 economies around the world. The initial survey round was followed by a second one in 2014 and by a third in 2017. Compiled using nationally representative surveys of more than 150,000 adults age 15 and above in over 140 economies, The Global Findex Database 2017: Measuring Financial Inclusion and the Fintech Revolution includes updated indicators on access to and use of formal and informal financial services. It has additional data on the use of financial technology (or fintech), including the use of mobile phones and the Internet to conduct financial transactions. The data reveal opportunities to expand access to financial services among people who do not have an account—the unbanked—as well as to promote greater use of digital financial services among those who do have an account. The Global Findex database has become a mainstay of global efforts to promote financial inclusion. In addition to being widely cited by scholars and development practitioners, Global Findex data are used to track progress toward the World Bank goal of Universal Financial Access by 2020 and the United Nations Sustainable Development Goals. The database, the full text of the report, and the underlying country-level data for all figures—along with the questionnaire, the survey methodology, and other relevant materials—are available at www.worldbank.org/globalfindex.

The Human Brand

The Evolution of Consumption

The Consuming Instinct

Contemporary Marketing Strategy