

HERD

HOW TO CHANGE MASS BEHAVIOUR
BY HARNESSING OUR TRUE NATURE

MARK EARLS



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Colin Strong



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Herd Mark Earls, 2009-08-17 fascinating Like Malcolm Gladwell on speed THE GUARDIAN HERD is a rare thing a book that transforms the reader's perception of how the world works Matthew D Ancona THE SPECTATOR This book is a must Once you have read it you will understand why Mark Earls is regarded as a marketing guru Daniel Finkelstein THE TIMES This paperback version of Mark Earls groundbreaking and award winning book comes updated with new stats and figures and provides two completely revised chapters that deal with the rise of social networking Since the Enlightenment there has been a very simple but widely held assumption that we are a species of thinking individuals and human behaviour is best understood by examining the psychology of individuals It appears however that this insight is plain wrong The evidence from a number of leading behavioural and neuroscientists suggests that our species is designed as a herd or group animal Mark Earls applies this evidence to the traditional mechanisms of marketing and consumer behaviour with a result that necessitates a complete rethink about these subjects HERD provides a host of unusual examples and anecdotes to open the mind of the business reader from Peter Kay to Desmond Tutu Apple to UK Sexual Health programmes George Bush to Castle Lager from autism to depression to the real explanation for the placebo effect in pharmaceutical testing **Herd** Mark Earls, 2009-08-07 fascinating Like Malcolm Gladwell on speed THE GUARDIAN HERD is a rare thing a book that transforms the reader's perception of how the world works Matthew D Ancona THE SPECTATOR This book is a must Once you have read it you will understand why Mark Earls is regarded as a marketing guru Daniel Finkelstein THE TIMES This paperback version of Mark Earls groundbreaking and award winning book comes updated with new stats and figures and provides two completely revised chapters that deal with the rise of social networking Since the Enlightenment there has been a very simple but widely held assumption that we are a species of thinking individuals and human behaviour is best understood by examining the psychology of individuals It appears however that this insight is plain wrong The evidence from a number of leading behavioural and neuroscientists suggests that our species is designed as a herd or group animal Mark Earls applies this evidence to the traditional mechanisms of marketing and consumer behaviour with a result that necessitates a complete rethink about these subjects HERD provides a host of unusual examples and anecdotes to open the mind of the business reader from Peter Kay to Desmond Tutu Apple to UK Sexual Health programmes George Bush to Castle Lager from autism to depression to the real explanation for the placebo effect in pharmaceutical testing **The Relational Lens** John Ashcroft, Roy Childs, Alison Myers, Michael Schluter, 2016-10-19 Drawing on the authors combined years of experience in both private and public sector organisations this practical book highlights the importance of relationship building between individuals groups and organisations in diverse contexts It will make a valuable read for business professionals and graduate students in fields as varied as change management leadership organisational psychology and organisational behaviour Employing the Relational Proximity framework it provides tools for informing assessment of the relational impact of policy

and management decisions enabling evaluation of organisational relationships providing a language for constructive discussion of strained relationships and integrating a range of models and perspectives within one process Using real world case studies and models the conditions within which people are more likely to form and conduct effective relationships are also examined This combined approach provides the language and concepts to enable constructive discussion and actionable solutions in building trust and sustainable value

Copycats & Contrarians Michelle Baddeley, 2018-07-10 Why we run with or avoid the crowd and why it matters from choosing a restaurant in a tourist trap to believing fake news I learned a lot Tim Harford author of The Undercover Economist Rioting teenagers tumbling stock markets and the spread of religious terrorism appear to have little in common but all are driven by the same basic instincts the tendency to herd follow and imitate others In today's interconnected world group choices all too often seem maladaptive With unprecedented speed information or misinformation flashes across the globe and drives rapid shifts in group opinion Adverse results can include speculative economic bubbles irrational denigration of scientists and other experts seismic political reversals and more Drawing on insights from across the social behavioral and natural sciences Michelle Baddeley explores contexts in which behavior is driven by the herd She analyzes the rational vs nonrational and cognitive vs emotional forces involved and she investigates why herding only sometimes works out well With new perspectives on followers leaders and the pros and cons of herd behavior Baddeley shines vivid light on human behavior in the context of our ever more connected world Her observations on how both risk taking and conformism contributed to Donald Trump's election and on how social media affects copycats make for a well timed and valuable study Publishers Weekly This might well become the defining book for this decade and more on the topic of herding and social influence

Cass Sunstein co author of Nudge

I'll Have What She's Having R. Alexander Bentley, Mark Earls, Michael J. O'Brien, 2025-02-04 How we learn from those around us an essential guide to understanding how people behave Humans are first and foremost social creatures And this according to the authors of I'll Have What She's Having shapes and explains most of our choices We're not just blindly driven by hard wired instincts to hunt or gather or reproduce our decisions are based on more than nudges exploiting individual cognitive quirks I'll Have What She's Having shows us how we use the brains of others to think for us and as storage space for knowledge about the world The story zooms out from the individual to small groups to the complexities of populations It describes among other things how buzzwords propagate and how ideas spread how the swine flu scare became an epidemic and how focused social learning by a few gets amplified as copying by the masses It describes how ideas behavior and culture spread through the simple means of doing what others do It is notoriously difficult to change behavior For every Yes We Can political slogan there are thousands of Just Say No buttons I'll Have What She's Having offers a practical map to help us navigate the complex world of social behavior an essential guide for anyone who wants to understand how people behave and how to begin to change things

Leadershift Emmanuel Gobillot, 2011-05-03 Leadershift is about adapting and

changing traditional models of leadership in response to the influence of mass collaboration Mass collaboration is a form of collective action which occurs when large numbers of people work independently on a single project exemplified by websites such as YouTube Facebook and Second Life As the traditional models of working are radically altered those in leadership roles need to understand their place in this new hierarchy and how to respond Mass collaboration requires a form of leadership that is prepared to let go of the experience expertise and control it holds precious and be able to see mass participation as an opportunity to create value rather than a threat to its existence

The Consuming Instinct Gad Saad, 2011-06-21 In this highly informative and entertaining book the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our biological heritage to our daily lives as consumers While culture is important the author shows that innate evolutionary forces deeply influence the foods we eat the gifts we offer the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates and even the cultural products that stimulate our imaginations such as art music and religion The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives namely survival we prefer foods high in calories reproduction we use products as sexual signals kin selection we naturally exchange gifts with family members and reciprocal altruism we enjoy offering gifts to close friends The author further highlights the analogous behaviors that exist between human consumers and a wide range of animals For anyone interested in the biological basis of human behavior or simply in what makes consumers tick marketing professionals advertisers psychology mavens and consumers themselves this is a fascinating read

Decoded Phil Barden, 2013-01-10 In this groundbreaking book Phil Barden reveals what decision science explains about people's purchase behaviour and specifically demonstrates its value to marketing He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions He deciphers the secret codes of products services and brands to explain why people buy them And finally he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance differentiation and credibility Shows how the latest insights from the fields of Behavioural Economics psychology and neuro economics explain why we buy what we buy Offers a pragmatic framework and guidelines for day to day marketing practice on how to employ this knowledge for more effective brand management from strategy to implementation and NPD The first book to apply Daniel Kahneman's Nobel Prize winning work to marketing and advertising Packed with case studies this is a must read for marketers advertising professionals web designers R D managers industrial designers graphic designers in fact anyone whose role or interest focuses on the why behind consumer behaviour Foreword by Rory Sutherland Executive Creative Director and Vice Chairman OgilvyOne London and Vice Chairman Ogilvy Group UK Full colour throughout

The Path to Perspective Neil David Martin, 2009 The Path to Perspective is nothing short of a manifesto for business in the new millennium a classic account of why challenging assumptions is the starting point for successful companies in the 21st Century In his first book Neil David

Martin offers fresh and innovative thinking on the struggle to maximise performance in today's challenging business environment Experience is what you get when you don't get what you want Fix the roof while the sun shines Short statements make us think Reality is often very different from how we might first perceive it Neil's new book explains exactly why perspective is so important to business Sharpen your thinking tools with *The Path to Perspective* Richard Grace Serial Entrepreneur and former Senior Manager at Xerox Together with a compelling vision of what our organisations could be *The Path to Perspective* outlines a convincing case for people first values driven free thinking business which begins with rethinking your company's practices and priorities It is packed with over 40 powerful concepts and a step by step plan to help you translate the ideas in this book into meaningful practices for your business The author also offers us several important and eye opening insights including Why most companies still struggle to differentiate to attract and retain employees and customers to maximise productivity and to innovate successfully Why focusing on profit as the ultimate goal of your business is actually NOT the best way of maximising profits Why a focus on behaviours is NOT enough to bring about a shift in attitudes within your business

Brands and Branding Stephen Brown, 2016-08-17 A fun and humorous introductory book written in Stephen Brown's entertaining and highly distinctive style that introduces curious readers to the key components of brands and helps them to begin to make sense of them what they are what they do why and how using plenty of examples and references drawn from a wide range brands such as Amazon Apple Google Gucci Nike Nintendo Starbucks Swatch and The Worst Hotel in the World With 3 000 branding books published each year why would you or your students want to read *Brands Branding* Here are seven reasons why It's introductory aimed at undergraduate students or postgrads without a bachelor degree in business and assumes nothing more than readers awareness of high profile brands such as Coca Cola Microsoft and Chanel It's indicative focusing on the basics and thus being a more reliable revision aid than Lucozade It's immersive taking readers on a journey and working on the assumption that they have smartphones or tablet computers to hand the print text links to images articles and academic publications to give emphasis and context where appropriate It's inclusive considering articles and reports but also blogs novels newspapers reviews social media and other sources It's irreverent branding is not always a deadly serious business It's intimate Stephen speaks to you directly and together you will pick your way through the sometimes weird and unfailingly wonderful world of brands and branding using examples rather than abstract ideas to illustrate points It's inspirational celebrating the curious and successful stories of brands from Cillit Bang to Cacharel Suitable for first and second year marketing or advertising students and for those new to or interested in branding and who are keen to know more

The Face-to-Face Book Edward B. Keller, Brad Fay, 2012-05-22 The world's preeminent word of mouth marketing experts demonstrate how in person social networking not online marketing is the secret to soaring revenues

This Land of Strangers Robert Estle Hall, 2012-05-15

The Business of Choice Matthew Willcox, 2015 Whether your objective is to grow a brand or promote healthy behaviors you

need a deep understanding of how humans intuitively make choices using cognitive mechanisms that have evolved over millions of years Marketing is about influencing consumers decisions and the more you understand about human nature the more successful you ll be Fortunately dramatic recent advances in neuroscience evolutionary biology and the behavioral and social sciences are revolutionizing the way we understand human decision making The Business of Choice doesn t just reveal what s been learned it shows how to use these insights to make your brand or behavior the most instinctive intuitive and easiest choice Authored by Matthew Willcox founder and executive director of Draft FCB s pioneering Institute of Decision Making The Business of Choice shows you How choice has shaped the human species leading to choices that often seem strange and irrational How marketers can leverage the same evolutionary factors that have made humans so successful What we copy from others and what we don t copy the power and limitations of social The huge cognitive biases associated with planning the future and remembering the past How to make decisions easy for consumers building cognitive fluency creating reference points architecting information and managing choice Convincing customers to feel intuitively good about the choices they ve made so they ll return for more

The Superpromoter Rijn Vogelaar,2011-01-15 Meet the superpromoter and understand the power of enthusiasm The infectious enthusiasm of superpromoters is vital to brand and product success and organizations must learn to harness this power

So What? Kevin Duncan,2008-02-28 So What gets straight to the point so you can cut through the noise and nonsense of work Much of what we learn in our formative years is unlearned in later life As grown ups we are often unable to answer the simplest of questions in a clear direct way and frequently have no idea why we are doing something This can lead to crippling inefficiency in business and goes some way to explaining why so many people spend so much time doing things that have no bearing on the true purpose by behaving in a genuinely inquisitive way you can get right to the heart of the matter and save yourself hours days and even months of anguish The questions So what Why How and When can be hugely effective when applied in the right context and this book shows you how to use them Once all the right questions have been posed there is a final sure fire method for testing whether something is relevant and helpful By completing the sentence Something must be wrong if it is simple to work out if you are wasting your time For example Something must be wrong if I don t want to go to work in the morning So What shows you how to become truly inquisitive again So let the questions roll Pay attention to what the answers are Learn from them and you will immediately improve your prospects of finally getting somewhere in life

Crowd Surfing Martin Thomas,David Brain,2009-01-01 The way people buy has gone through a massive revolution in recent years thanks to blogs review sites and chat rooms we no longer have to rely on what a company says about its products and services we can read what our fellow consumers think about what they ve bought and make our own decisions bearing those views in minds The result Empowered customers who know exactly what they want and who can now explore many ways to get it Many companies however just won t accept that things have changed and haven t adjusted their marketing efforts to match In *Crowd Surfing* David Brain

and Martin Thomas explain what marketers advertisers and brand specialists need to do to communicate with today's savvier consumers They include case studies of successes and failures from the business world and beyond and interview leaders such as Michael Dell and Sebastian Coe to help illustrate their points Spending Advertising Money in the Digital Age Hamish Pringle, Jim Marshall, 2011-12-03 Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media These changes in behaviour are challenging accepted ways of using the media to build brands Based on data from the IPA Effectiveness Awards databank and from IPA TouchPoints the world's first customer centric media habits survey plus research from Nielsen and Millward Brown the authors propose a new model F A I P A for media and communications planning This model describes how to select the right media channel to promote a brand from the many that are now available and if you are employing a range of bought owned and earned media which to concentrate on and how to allocate the budget between them Spending Advertising Money in the Digital Age also has contributions from leading figures in the media industry and contains many examples of top campaigns with demonstrable results in the marketplace *Achieving Class A Business Excellence* Dennis Groves, Kevin Herbert, James G. Correll, 2008-09-29 A tough challenging and eventful journey is outlined in this cutting edge business story Greg the company President uses the latest edition of the trusted industry standard The Oliver Wight Class A Checklist for Business Excellence to transform his business from mediocrity to industry leading performance What he learns about senior management responsibilities and behaviors drives him to achieve outstanding rewards and benefits not the least of which is his company's survival **Homo Imitans** Leandro Herrero, 2011-04 Understanding how social behavioural infection works is the basis for the orchestration of any social epidemic of success This book will appeal to anybody interested in social change with particular emphasis on how viral change works inside and organisation **Paid, Owned, Earned** Nick Burcher, 2012-03-03 The complexity of media that now sees multiple channels accessed through multiple devices has created major challenges for today's marketing and advertising professionals Consumer time is split between TVs laptops iPads X Boxes and smartphones with traditional media websites videos social networks and apps all competing for attention meaning it's difficult for brands to decide how best to reach and engage their audiences Paid Owned Earned defines the constituents of each area of paid owned and earned media and shows how they are linked together It proposes a blueprint for how to think and navigate across this space using a framework made up of key elements such as communities and content social media optimisation seeding and viral distribution broadcast mass media social performance media and measurement

The Top Books of the Year Herd How To Change Mass Behaviour By Harnessing Our True Nature Mark Earls The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels enthraling the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the fascinating narratives that have charmed audiences this year. The Must-Read : Colleen Hoover "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Herd How To Change Mass Behaviour By Harnessing Our True Nature Mark Earls : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you speculating until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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