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IRRESISTIBLE — Adam Alter

"As if to prove his point, Adam Alter has written a truly addictive book about the rise of addiction. Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers David and Goliath and Outliers "Alter's sweep is broad: He includes not just the more obvious addictive ...

Amazon.com: Irresistible: The Rise of Addictive Technology ...

Adam Alter is an Associate Professor of Marketing and Psychology at New York University's Stern School of Business, and the author of Drunk Tank Pink, a New York Times 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.

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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.

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Irresistible This book is an 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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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 is an American marketing consultant and author, dedicated to "exploring the roots of our tech addiction." He is also a teacher at the New York University Stern School of Business. So far he has written one more book in addition to "Irresistible": " Drunk Tank Pink."

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Irresistible: The Rise of Addictive Technology and the ...

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Adam Alter - Wikipedia

Alter is a professor of marketing at New York University. He has written one other book, the New York Times bestseller Drunk Tank Pink, which explores how environment influences our choices.

Review: IRRESISTIBLE: THE RISE OF ADDICTIVE TECHNOLOGY AND ...

Adam Alter is a Professor of Marketing at New York University's Stern School of Business, with an affiliated appointment in the New York University Psychology Department.

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