

RECOMMENDATIONS ON FURTHER READING

The Choice Factory: 25 Behavioural Biases That Influence What We Buy by Richard Shotton [2018]

The Illusion of Choice: 16½ Psychological Biases That Influence What We Buy by Richard Shotton [2023]

If you enjoyed Hacking the Human Mind then Richard has written two other books on applying behavioral science to marketing. In The Choice Factory he identified 25 biases that marketers can harness to improve their marketing. Five years later he released the follow-up, The Illusion of Choice, in which he identified another 16½ insights. (The ½ chapter is a short section on why people tend to believe precise numbers more than suspiciously round ones.)

Messengers: Who We Listen To, Who We Don't, and Why by Steve Martin and Joseph Marks [2019]

Steve Martin is perhaps best known as a long-time collaborator with Robert Cialdini, one of the most influential academics in the field. The two have co-authored books such as Yes! And The Small Big. However, for this book, Martin has partnered with Joseph Marks, a researcher at UCL, to take an in-depth look at the messenger effect. This is the finding that the persuasive power of a message varies according to who delivered it. We covered this bias in the Got a Great Campaign? chapter.

Hit Makers: How to Succeed in an Age of Distraction by Derek Thompson [2017]

Derek Thompson, a staff writer at The Atlantic, investigates why some products flop and others become hits. In his wide-ranging book, he covers the secrets behind hits from Fifty Shades of Grey to Brahms's lullaby; Instagram to Star Wars. One of the ideas covered is MAYA — Raymond Loewy's principle of most advanced yet acceptable. We featured this in the Apple chapter so if you enjoyed that, you can find out more with this book.

The Expectation Effect: How Your Mindset Can Change Your World by David Robson [2022]

The Expectation Effect was picked by the Financial Times as their best health and well-being book of 2022. It's written by David Robson, a senior journalist at BBC Future who has a gift for communicating complex ideas in simple terms. In this book he investigates how our prior expectations affect our actual experience. We discussed this insight in the chapter on Kraft mac & cheese but Robson's book goes into far more detail.

Writing for Busy Readers: Communicate More Effectively in the Real World by Todd Rogers and Jessica Lasky-Fink [2023]

There is a long history of books on how to write more effectively. The classic in the genre, Strunk and White's *The Elements of Style*, was published way back in 1959. However, Todd Rogers and Jessica Lasky-Fink, two behavioral scientists at Harvard University, take a fresh approach. Rather than speculate about what makes for clear and effective communications they look at the experimental evidence. The recommendations they make are highly practical.

Sense Hacking: How to Use the Power of Your Senses for Happier, Healthier Living by Charles Spence [2021]

Charles Spence, a professor at Oxford University, is interested in cross-modal correspondence. This is the finding that our senses are interconnected to a surprising degree, so that, say, what we taste is deeply affected by what it sounds, feels, or looks like. His research focuses on how chefs, restaurants, and food brands can use these insights. We covered some of that work in the Pringles chapter. *Sense Hacking* isn't Spence's only book, but it's his most broad-ranging and the findings extend beyond the kitchen. If you're specifically interested in the applications for food, check out the more focused *Gastrophysics* and *The Perfect Meal*.

Handbook on the Psychology of Pricing: 100+ Effects on Persuasion and Influence Every Entrepreneur, Marketer, and Pricing Manager Needs to Know by Dr. Markus Husemann-Kopetzky [2018]

The psychology of pricing is a fascinating area of research. While there are lots of good books on the topic this handbook is probably the most comprehensive. In the *Psychology of Pricing*, Markus Husemann-Kopetzky provides short digests of hundreds of experiments. Unlike the other books on the list, this isn't one to sit down and read in successive sittings but better to keep it handy on your desk for any time a pricing query arises.

How Not to Plan: 66 Ways to Screw it Up by Les Binet and Sarah Carter [2018]

In this book Les Binet and Sarah Carter bust a series of myths that afflict marketing. They cover everything from how to set objectives, the 4 Ps, research and analysis, to briefing, creative work, and media and effectiveness. It's not about behavioral science per se but they regularly draw on principles from the field to explain what works and what doesn't. The format of the book — it's broken into 66 short chapters — means it's super easy to get through.

Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland [2019]

Rory Sutherland, Vice Chairman at Ogilvy, makes the case for why logic isn't always the best guide to decision-making. Drawing on behavioral science, he argues that irrationality often

produces more effective and creative solutions than conventional rational thinking. Full of anecdotes, experiments, and witty provocations, *Alchemy* challenges marketers and leaders to embrace the “magic” of human psychology. If you enjoyed the way *Hacking the Human Mind* spotlights the unexpected power of biases, this book extends that conversation into branding, product design, and business strategy.

Blindsight: The (Mostly) Hidden Ways Marketing Reshapes Our Brains by Matt Johnson and Prince Ghuman [2020]

Written by a neuroscientist and a marketer, *Blindsight* explores the intersection of brain science and consumer behavior. Johnson and Ghuman explain how marketing influences people beneath the level of conscious awareness, drawing on neuroscience research to unpack the hidden levers of persuasion. With examples ranging from tech brands to retail experiences, this book reveals how companies shape our decisions and preferences. Readers who enjoyed the neuroscience underpinnings in *Hacking the Human Mind* will find this a rich, accessible dive into neuromarketing.

How to Change by Katy Milkman [2021]

Katy Milkman, a professor at Wharton, draws on years of research into behavior change to offer strategies for overcoming obstacles and building better habits. She explores why timing matters, how to harness fresh starts, and how to structure environments that make change easier. *How to Change* provides a science-backed roadmap for personal transformation — making it practical both for marketers who want to understand behavior and for individuals who want to shift their own.

Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones by James Clear [2018]

James Clear’s *Atomic Habits* has become one of the most influential books on habit formation. Clear outlines how small, consistent actions compound over time, and offers a framework based on four key laws: make it obvious, make it attractive, make it easy, and make it satisfying. The book resonates with readers because it illustrates how tiny behavioral nudges can snowball into massive outcomes — the same principle brands use when shaping consumer choices.

Priceless by William Poundstone [2010]

William Poundstone takes a deep dive into the psychology of pricing and how perception, rather than objective value, drives what we’re willing to pay. Through entertaining experiments and case studies, he shows how anchoring, relativity, and framing shape our sense of “worth.” This aligns closely with the pricing discussions in *Hacking the Human Mind*, making *Priceless* a foundational read for anyone curious about how our minds assign value in irrational ways.

The Power of Moments: Why Certain Experiences Have Extraordinary Impact by Chip and Dan Heath [2017]

Chip and Dan Heath explore why certain moments stick in memory and have disproportionate impact on our lives. They identify four key elements — elevation, insight, pride, and connection — that create lasting impressions, and explain how organizations can design experiences that resonate. This book provides a practical framework for crafting experiences that people never forget.

Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are by Seth Stephens-Davidowitz [2017]

Former Google data scientist Seth Stephens-Davidowitz examines how digital data — from Google searches to social media — reveals hidden truths about human behavior. Unlike surveys or self-reports, this data captures what people actually do (and search for) rather than what they say. His findings shed light on everything from politics to prejudice to consumer habits. This book shows another lens on human psychology: not experiments or biases, but the unfiltered reality of what billions of people do online.