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### Herd How To Change Mass

This item: Herd: How to Change Mass Behaviour by Harnessing Our True Nature by Mark Earls Paperback \$13.61 In stock. Ships from and sold by Blackwell's U.K. \*dispatched from UK\*.

### Herd: How to Change Mass Behaviour by Harnessing Our True ...

In "Herd", author Mark Earls explains the nature of our collectivist behavior that stems all the way back to the cavemen where the mass behavior of all following generations was created. In this book, Earls gives insight into the human psyche and concepts such as Marketing and Social Networking that depend on this behavior.

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Co-creative marketing attempts to change mass behaviour 314. I saw this and I thought of you 315. Using co-creativity to change internal audience mass behaviour 317. The Hawthorne effect and after 318. Co-creative innovation 319. Two types of co-creative networks 320. The Ocean's 11 dream team 321. Co-creativity and market research (1) 322

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Unless you have a good explanation of mass behaviour, you'll have little chance of altering it. Herd reveals that most of us in the West have completely misunderstood the mechanics of mass behaviour because we have misplaced notions of what it means to be a human being. With a host of examples from Peter Kay and urinal etiquette to Apple and Desmond Tutu, Mark Earls offers the most new radical, controversial and significant new theory of consumer behaviour in a generation.

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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.

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### Herd : how to change mass behaviour by harnessing our true ...

So, Mark Earls points out on page 295 of Herd: How to Change Mass Behaviour by Harnessing Our True Nature that the role of the coach in this match is a great metaphor for how we need to think about management and control in today's world. Earls shares the 7 principles of Herd Marketing, which I will summarize here, but suggesting that this is ...

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