



# The Advertising Effect: How to Change Behaviour

By Adam Ferrier

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Want to know how to influence other people's behaviour?

In *The Advertising Effect*, respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe. These techniques are grounded in psychological theory with award winning real world examples and explore how the most effective way to change behaviour is through action rather than the conventional advertising practices (emotional or rational persuasion).

This is the ultimate insider's guide, to the ultimate behaviour change industry - advertising.

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## **Editorial Review**

### **About the Author**

Adam Ferrier, *Chief Strategy Officer, CumminsRoss*

Adam Ferrier is Chief Strategy Officer/Owner of independent advertising agency, CumminsRoss. Prior to this Adam founded and sold Naked Communications, one of Australia's most influential agencies. He's also a registered psychologist and one of Australia's most respected and successful advertisers.

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