



Summary: Hooked: Review and Analysis of Eyal and Hoover's Book

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The must-read summary of Nir Eyal and Ryan Hoover's book: "Hooked: How to Build Habit-Forming Products".

This complete summary of the ideas from Nir Eyal and Ryan Hoover's book "Hooked" provides the key to forming customer habits for your products and services. Getting your customers to use your product daily makes that product indispensable, providing significant benefits for your bottom line. To do this, companies are creating product hooks by following the Hook Model: trigger, action, rewards, investment.

Added-value of this summary:

- Save time
- Build long-term customer habits
- Create product hooks

To learn more, read “Hooked” and find out how you can form consumer habits for your products and gain loyal customers!

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