



# Clickology: What Works in Online Shopping and How Your Business can use Consumer Psychology to Succeed

*Graham Jones*

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Online shopping continues to grow at an astounding rate: in 2012, more than \$1 trillion was spent in online retailers alone. The nature of shopping is drastically changing, but with so little information on how best to interact with online customers, how are businesses to succeed?

With *Click.ology*, internet psychologist Graham Jones has filled that gap. Through years of research into Internet psychology and online consumer habits, Jones has written the first how-to of its kind for online businesses. With his C.L.I.C.K. system, businesses will learn the crucial ways in which online shopping differs from traditional brick-and-mortar salesmanship and how to tweak their websites to avoid the dreaded "abandoned shopping cart." Jones tackles tricky psychological subjects such as priming customers for a certain price point and the social aspect of online shopping in a way that makes his strategies easy to implement. In addition to these essential tips, Jones investigates the fast-paced future of ecommerce and what businesses can do to stay ahead of the game. In an online world where customers make their choices in a matter of seconds, *Click.ology* distills the essentials every company in the online economy needs to know in order to turn clicks into dollars.

**Graham Jones** is an Internet psychologist who helps businesses understand the online behavior of their customers and website visitors. He was one of the first psychologists in the world to start investigating the way human behavior has adapted to the online world. He lives in the United Kingdom.



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