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

This summary of ideas from Nir Eyal and Ryan Hoover's book "Hooked: How to Build Habit-Forming Products" provides they key to forming customer habits for your products and services. Getting your customers to use you product daily makes that product indispensable, providing significant benefits for your bottom line. To do this, companies are creating product hooks.

Build a product hook by following the Hook Model:
• Trigger
• Action
• Rewards
• Investment

Reasons to read this summary:

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

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

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