



# The Man Who Lied to His Laptop: What We Can Learn About Ourselves from Our Machines

*Clifford Nass, Corina Yen*

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**Counterintuitive insights about building successful relationships- based on research into human-computer interaction.**

Books like *Predictably Irrational* and *Sway* have revolutionized how we view human behavior. Now, Stanford professor Clifford Nass has discovered a set of rules for effective human relationships, drawn from an unlikely source: his study of our interactions with computers.

Based on his decades of research, Nass demonstrates that-although we might deny it-we treat computers and other devices like people: we empathize with them, argue with them, form bonds with them. We even lie to them to protect their feelings.

This fundamental revelation has led to groundbreaking research on how people should behave with one another. Nass's research shows that:

- Mixing criticism and praise is a wildly ineffective method of evaluation
- Flattery works-even when the recipient knows it's fake
- Introverts and extroverts are each best at selling to one of their own

Nass's discoveries provide nothing less than a new blueprint for successful human relationships.

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#### **Ricky Bradley:**

A lot of people always spent their own free time to vacation or maybe go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity here is look different you can read the book. It is really fun for you personally. If you enjoy the book which you read you can spent the whole day to reading a reserve. The book The Man Who Lied to His Laptop: What We Can Learn About Ourselves from Our Machines it is very good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. In case you did not have enough space to deliver this book you can buy the e-book. You can m0ore simply to read this book from a smart phone. The price is not to cover but this book provides high quality.

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