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Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences By Stephen P. Anderson Published Jun 15, 2011 by New Riders. Part of the Voices That Matter series.

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meaningful connections possible and make your interface stand out from the rest.

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OVERVIEW Writer, designer, and speaker Stephen Anderson shows you in this book how the same tactics humans use to attract a mate can apply to the interactions between humans and interactive devices, to make people “fall in love” with your websites

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