

Kindle eBook Daily Deals

10/02/20

1. Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life (Business, \$2.99)

1. By Rory Sutherland.
2. 4.6/5 stars with 147 reviews.
3. Based on thirty years of field work inside the largest experiment in human behavior ever conceived—the forever-unfolding pageant of consumer capitalism—*Alchemy*, the revolutionary book by Ogilvy advertising legend Rory Sutherland, whose TED talks have been viewed nearly seven million times, decodes human behavior, blending leading-edge scientific research, absurdly entertaining storytelling, deep psychological insight, and practical case studies from his storied career working on campaigns for AmEx, Microsoft, and others.