



I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life)

By R. Alexander Bentley, Mark Earls, Michael J. O'Brien

Download now

Read Online 

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien

Humans are, first and foremost, social creatures. And this, according to the authors of *I'll Have What She's Having*, shapes -- and explains -- most of our choices. We're not just blindly driven by hard-wired instincts to hunt or gather or reproduce; our decisions are based on more than "nudges" exploiting individual cognitive quirks.

I'll Have What She's Having shows us how we use the brains of others to think for us and as storage space for knowledge about the world. The story zooms out from the individual to small groups to the complexities of populations. It describes, among other things, how buzzwords propagate and how ideas spread; how the swine flu scare became an epidemic; and how focused social learning by a few gets amplified as copying by the masses. It describes how ideas, behavior, and culture spread through the simple means of doing what others do.

It is notoriously difficult to change behavior. For every "Yes We Can" political slogan, there are thousands of "Just Say No" buttons. *I'll Have What She's Having* offers a practical map to help us navigate the complex world of social behavior, an essential guide for anyone who wants to understand how people behave and how to begin to change things.

 [Download I'll Have What She's Having: Mapping Soc ...pdf](#)

 [Read Online I'll Have What She's Having: Mapping S ...pdf](#)

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life)

By R. Alexander Bentley, Mark Earls, Michael J. O'Brien

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien

Humans are, first and foremost, social creatures. And this, according to the authors of *I'll Have What She's Having*, shapes -- and explains -- most of our choices. We're not just blindly driven by hard-wired instincts to hunt or gather or reproduce; our decisions are based on more than "nudges" exploiting individual cognitive quirks.

I'll Have What She's Having shows us how we use the brains of others to think for us and as storage space for knowledge about the world. The story zooms out from the individual to small groups to the complexities of populations. It describes, among other things, how buzzwords propagate and how ideas spread; how the swine flu scare became an epidemic; and how focused social learning by a few gets amplified as copying by the masses. It describes how ideas, behavior, and culture spread through the simple means of doing what others do.

It is notoriously difficult to change behavior. For every "Yes We Can" political slogan, there are thousands of "Just Say No" buttons. *I'll Have What She's Having* offers a practical map to help us navigate the complex world of social behavior, an essential guide for anyone who wants to understand how people behave and how to begin to change things.

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien Bibliography

- Sales Rank: #1334558 in Books
- Brand: Brand: The MIT Press
- Published on: 2011-08-26
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .44" w x 5.38" l, .73 pounds
- Binding: Hardcover
- 160 pages

 [Download I'll Have What She's Having: Mapping Soc ...pdf](#)

 [Read Online I'll Have What She's Having: Mapping S ...pdf](#)

Download and Read Free Online I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien

Editorial Review

Review

[A] highly informative tool-kit for understanding the exchange of knowledge and behaviour between people and is a must-read for anyone engaged in marketing and social media.

(Collyn Ahart YCN)

It's fascinating, thought-provoking, and contains some really useful, practical structures around using data around a business to understand what sort of market you're in.

(John V. Willshire Smithery)

I'll Have What She's Having has profound implications for marketing. People are much less individual than we thought and much more influenced by other people than we realized.

(John Kearon, Founder, CEO, and Chief Juicer, BrainJuicer Group PLC)

This book is a very sophisticated treatment of the most critical influence on consumer decision-making. Every marketing plan must include this thinking in order to have a chance of being successful.

(Robert Barocci, President and CEO, The Advertising Research Foundation (ARF))

Our community of shared ideas and practices comes from a process of imitation we are loath to acknowledge. (In fact our sharing comes from stealing.) But let us not repeat the error here. Bentley, Earls, and O'Brien deserve our unstinting thanks for this thoroughly lively, elegant, intelligent, useful, and companionable book. I for one intend to borrow from it liberally. You should too.

(Grant McCracken, anthropologist and author of *Chief Culture Officer: How to Create a Living, Breathing Corporation*)

Social networks and the power of word of mouth are increasingly important today. If you have been looking for social influence models corresponding to rational decision theory and behavioral economics, this is the book for you. Insightful examples and innovative mapping of collective behavior make this a fun and must-read book.

(Yoram (Jerry) Wind, Lauder Professor and Director of the SEI Center for Advanced Studies in Management, Wharton School, University of Pennsylvania)

Review

"[A] highly informative tool-kit for understanding the exchange of knowledge and behaviour between people and is a must-read for anyone engaged in marketing and social media." -- Collyn Ahart, YCN "It's

fascinating, thought-provoking, and contains some really useful, practical structures around using data around a business to understand what sort of market you're in." -- John V. Willshire, Smithery " I'll Have What She's Having has profound implications for marketing. People are much less individual than we thought and much more influenced by other people than we realized." -- John Kearon, Founder, CEO, and Chief Juicer, BrainJuicer Group PLC -- John Kearon "This book is a very sophisticated treatment of the most critical influence on consumer decision-making. Every marketing plan must include this thinking in order to have a chance of being successful." -- Robert Barocci, President and CEO, The Advertising Research Foundation (ARF) -- Robert Barocci "Our community of shared ideas and practices comes from a process of imitation we are loath to acknowledge. (In fact our sharing comes from stealing.) But let us not repeat the error here. Bentley, Earls, and O'Brien deserve our unstinting thanks for this thoroughly lively, elegant, intelligent, useful, and companionable book. I for one intend to borrow from it liberally. You should too." -- Grant McCracken, anthropologist and author of Chief Culture Officer: How to Create a Living, Breathing Corporation -- Grant McCracken "Social networks and the power of word of mouth are increasingly important today. If you have been looking for social influence models corresponding to rational decision theory and behavioral economics, this is the book for you. Insightful examples and innovative mapping of collective behavior make this a fun and must-read book." -- Yoram (Jerry) Wind, Lauder Professor and Director of the SEI Center for Advanced Studies in Management, Wharton School, University of Pennsylvania -- Jerry Wind

About the Author

Michael J. O'Brien is Dean of the College of Arts and Science, Professor of Anthropology, and Director of the Museum of Anthropology at the University of Missouri.

R. Alexander Bentley is Professor of Archaeology and Anthropology at the University of Bristol, UK. Mark Earls is a London-based author and consultant on marketing, communication, and behavior change. Michael J. O'Brien is Dean of the College of Arts and Science, Professor of Anthropology, and Director of the Museum of Anthropology at the University of Missouri.

Mark Earls is a London-based author and consultant on marketing, communication, and behavior change.

Users Review

From reader reviews:

Kristopher Sutherland:

The experience that you get from I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) is the more deep you rooting the information that hide in the words the more you get serious about reading it. It does not mean that this book is hard to understand but I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) giving you excitement feeling of reading. The author conveys their point in certain way that can be understood by simply anyone who read the item because the author of this e-book is well-known enough. This specific book also makes your own vocabulary increase well. Making it easy to understand then can go along, both in

printed or e-book style are available. We highly recommend you for having this kind of I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) instantly.

Catherine Ng:

Spent a free a chance to be fun activity to complete! A lot of people spent their sparetime with their family, or their friends. Usually they performing activity like watching television, likely to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Can be reading a book can be option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to test look for book, may be the guide untitled I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) can be good book to read. May be it may be best activity to you.

Michelle Fulk:

Your reading 6th sense will not betray an individual, why because this I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) book written by well-known writer whose to say well how to make book which might be understand by anyone who all read the book. Written throughout good manner for you, dripping every ideas and composing skill only for eliminate your own personal hunger then you still question I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) as good book not merely by the cover but also from the content. This is one reserve that can break don't ascertain book by its protect, so do you still needing another sixth sense to pick this!?! Oh come on your reading sixth sense already said so why you have to listening to another sixth sense.

Wendy Cort:

What is your hobby? Have you heard that will question when you got pupils? We believe that that question was given by teacher on their students. Many kinds of hobby, Every person has different hobby. And also you know that little person including reading or as reading through become their hobby. You need to know that reading is very important as well as book as to be the thing. Book is important thing to incorporate you knowledge, except your current teacher or lecturer. You find good news or update concerning something by book. Different categories of books that can you choose to adopt be your object. One of them is this I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life).

Download and Read Online I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien #M42UJT6F90C

Read I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien for online ebook

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien books to read online.

Online I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien ebook PDF download

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien Doc

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien Mobipocket

I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien EPub

M42UJT6F90C: I'll Have What She's Having: Mapping Social Behavior (Simplicity: Design, Technology, Business, Life) By R. Alexander Bentley, Mark Earls, Michael J. O'Brien