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## **Amazon.com: Irresistible: The Rise of Addictive Technology ...**

Adam Alter is an Associate Professor of Marketing and Psychology at New York University's Stern School of Business, and the author of *Drunk Tank Pink*, a New York Times bestseller about the forces that shape how we think, feel, and behave, and *Irresistible*, a book



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about the rise of tech addiction and what we should do about it.

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Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked (2017), a nonfiction book by Adam Alter, explores the relationship between humans and addictive technologies.

## **Irresistible Summary and Study Guide | SuperSummary**

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Alter, Adam L. Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked. Penguin Press, 2017. ISBN 978-0735222847.

## **Adam Alter - Wikipedia**

Irresistible: The Rise of Addictive



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Technology and the Business of Keeping Us Hooked Hardcover – 7 Mar. 2017 by Adam Alter (Author) 4.4 out of 5 stars 272 ratings See all formats and editions

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## **Irresistible by Adam Alter | Audiobook | Audible.com**

Adam Alter is an American marketing consultant and author, dedicated to “exploring the roots of our tech addiction.” He is also a teacher at the New York University Stern School of Business. So far he has written one more book in addition to “Irresistible”: “ Drunk

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Tank Pink.”

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Adam Alter is a Professor of Marketing at

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New York University's Stern School of Business and the Robert Stansky Teaching Excellence Faculty Fellow, with an affiliated appointment in the New York University Psychology Department.

### **Adam Alter**

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Adam Alter is a Professor of Marketing at New York University's Stern School of

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