



Best Behavioral Science Resources from The Mindstate Group

- [Read](#): **Marketing to Mindstates: The Practical Guide to Applying Behavioral Design to Research and Marketing** by Will Leach
- [Watch](#): Watch past livestreams, mini videos, and more on our **YouTube** channel.

Here's the list of books I would recommend reading in order if you want to learn more about Behavioral Science/ Behavioral Econ/ Behavioral Design.

1. *Marketing to Mindstates: The Practical Guide to Applying Behavioral Design to Research and Marketing* by Will Leach
2. *Predictably Irrational: The Hidden Forces That Shape Our Decisions* by Dan Ariely
3. *Intuitive Marketing* by Stephen Genco, PhD.
4. *Nudge: Improving Decisions about Health, Wealth, and Happiness* by Cass Sunstein & Richard Thaler
5. *Mixed Signals* by Uri Gnezzly
6. *Decoded: The Science Behind Why We Buy* by Phil Barden
7. *Consumer.ology*: by Phillip Graves
8. *Thinking, Fast and Slow* by Daniel Kahneman
9. *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg
10. *Illusion of Choice* by Richard Shotton
11. *100 Things Every Designer Needs to Know About People* by Susan Weinschenk
12. *Switch: How To Change When Change Is Hard* by Chip Heath & Dan Heath
13. *Hacking Human Nature for Good* by Dan Ariely, Jason Hreha & Kristen Berman
14. *Hooked: How to Build Habit-Forming Products* by Nir Eyal
15. *Using Behavioral Science in Marketing* by Nancy Harhut
16. *The Behavior Change Wheel: A Guide to Designing Interventions* by L. Atkins, R. West, & S. Michie
17. *Elements of Choice* by Eric J. Johnson
18. *What Your Customers Want But Can't Tell You* by Melina Palmer
19. *How the Mind Works*: by Steven Pinker
20. *Invisible influence*: by Jonah Berger
21. *How Emotions are Made: The Secret Life of the Brain* by Lisa Feldman Barrett
22. *How We Decide* by Jonah Lehrer
23. *The Elephant in the Brain: Hidden Motives in Everyday Life* by Kevin Simler & Robin Hanson
24. *Choice Factory: 25 Behavioral Biases That Influence What We Buy* by Richard Shotton
25. *Grit: The Power of Passion and Perseverance* by Angela Duckworth