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100 Things Every Designer Needs to Know about People is a good introductory book to design and psychology. It covers a range of well known ideas in psychology as they relate to design. That said, I did not like the self promotion in the book.

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understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs.

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