



Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of Colors (PsychoProfits Book 2)

Richard G. Lewis

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The book "**Color Psychology**" explains the different psychological effects that different colors have on the human mind.

Color consultants believe that the colors used in the design of any object or environment (e.g. a website) can have a significant impact on the emotions and performance of people within that environment and that people respond, even at a psychological level, to colors.

Based upon fundamentals in Color Psychology, with years of research by color psychologists, the characteristics of certain colors have been identified to cause an emotional response in people. This was done by studying the response from hundreds of thousands of test subjects around the world in order to isolate how certain colors make us feel.

What You'll Learn:

- **How Color Can Improve Your Bottom Line**
- How Color Can Affect People's Emotions
- Which Colors Suit Your Target Market
- Which Are The "Magic" Colors
- Which Color makes Shoppers Spend More
- And Much, Much More...

The effect that color has on human emotions can be profound. Researchers have studied the biological perception of color, the relationships between color and emotion, and how different colors can be used to affect mood and behavior in predictable ways.

Although **The Psychology of Color** is a relatively new area of scientific research, ancient civilizations believed in the influence of color on humans; the ancient Chinese, Egyptians, and Indians believed in chromotherapy.

The Future Use of The Psychology of Color...

Case Study:

With world-renowned Spanish chef, Ferran Adria, he focused on the color of the crockery.

Guests sat down one side of a large table were given a pink strawberry dessert on a white plate. Down the other side of the table guests ate an identical dessert from a black plate.

Those eating from the white plates rated the dessert as 10% sweeter than those who ate from the black plates.

Subsequent experiments have shown that introducing a square or angular plate intensifies the difference, with roundness accentuating sweetness.

"Clearly contextual perception is a big opportunity."
Johannes Le Coutre, a perception physiologist with Nestle.

Who is This Book For?

Anyone interested in the influence of color will get something from this book.

However, primarily I wrote this book as a guide for all Internet Business People, Marketers and Entrepreneurs because I think it's essential that we all understand the psychological influence of color.

Changing the colors on your sales page or website won't suddenly bring in millions of dollars but there is no doubt that a change of color may well result in a change of mood in the viewer; it's how you use that power that can determine your profitability.

The challenge for you as an Internet Business Person, Marketers or Entrepreneur is to understand the theories of color and to use them in a profitable but professional and ethical way.

People Who Read This Book:

"I was blown away by the information. Great book."
Jonathan Smith, WealthCrave.com

"I can heartily recommend this Book. The book describes the emotional reactions that people may be expected to evince, based on considerable research by psychologists."
David J. Linden, BizWebTX.com

"It's fascinating to see the way that certain institutions use these colors in order to influence people."
George Cuthbert, TheCopywritingRevolution.com

"Know exactly what color combinations you will need to use on your site."

Jeff Gibson, Mr. Affiliate.

"Good read, I recommend it."

Kaan Bimplis (Neurophysicist & Licensed NLP Trainer) NLPiIstanbul.com

NB: "Color Psychology" - color theory, color and design, and psychology of color and design.

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David Binkley:

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Billy Salazar:

As people who live in the modest era should be update about what going on or information even knowledge to make these keep up with the era which can be always change and make progress. Some of you maybe will update themselves by studying books. It is a good choice for you but the problems coming to you is you don't know which you should start with. This Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of Colors (PsychoProfits Book 2) is our recommendation to help you keep up with the world. Why, because this book serves what you want and need in this era.

Miranda Wenger:

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aspect that maybe unknown for but surely might be your mind friends. Imaging every single word written in a publication then become one type conclusion and explanation this maybe you never get just before. The Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effect of Colors (PsychoProfits Book 2) giving you an additional experience more than blown away your brain but also giving you useful data for your better life with this era. So now let us show you the relaxing pattern at this point is your body and mind will probably be pleased when you are finished reading it, like winning a game. Do you want to try this extraordinary wasting spare time activity?

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