

- 
- <sup>1</sup> [https://en.wikipedia.org/wiki/File:Vavilov-centers\\_updated.jpg](https://en.wikipedia.org/wiki/File:Vavilov-centers_updated.jpg)
  - <sup>2</sup> Los Dragones del Edén: <https://amzn.to/2yginM0>
  - <sup>3</sup> “The Triune Brain in Antiquity: Plato, Aristotle, Erasistratus”  
<https://www.tandfonline.com/doi/abs/10.1080/09647040802601605>
  - <sup>4</sup> “Pensar rápido, pensar despacio” <https://amzn.to/2Uqn0vG>
  - <sup>5</sup> “35,000 Decisions: The Great Choices of Strategic Leaders”  
<https://go.roberts.edu/leadingedge/the-great-choices-of-strategic-leaders>
  - <sup>6</sup> “The Invisible Gorilla: And Other Ways Our Intuition Deceives Us”  
<https://amzn.to/2WRNEzg>
  - <sup>7</sup> Ilusión de Ebbinghaus:  
[https://es.wikipedia.org/wiki/Ilusi%C3%B3n\\_de\\_Ebbinghaus](https://es.wikipedia.org/wiki/Ilusi%C3%B3n_de_Ebbinghaus)
  - <sup>8</sup> “How Customers Think: Essential Insights into the Mind of The Market” <https://amzn.to/2JltmWD>
  - <sup>9</sup> “The Irrational Consumer: Four Secrets to Engaging Shoppers”  
<https://som.yale.edu/blog/the-irrational-consumer-four-secrets-to-engaging-shoppers>
  - <sup>10</sup> “The Shopping Momentum Effect”  
<https://pdfs.semanticscholar.org/98cc/e6722b68b5e5d318d8cd91d3fae8dfb25f37.pdf>
  - <sup>11</sup> *Fotografía de Andre Mouton*, <https://unsplash.com/photos/84oiI1wT4zU>
  - <sup>12</sup> “Gene flow mediates the role of sex chromosome meiotic drive during complex speciation”, Colin D Meiklejohn et. Al, Diciembre 2018.  
<https://doi.org/10.7554/eLife.35468>
  - <sup>13</sup> “Children and Adults Prefer the Egocentric Representation to the Allocentric Representation”, Qingfen Hu, Ying Yang, Zhenzhen Huang y Yi Shao. *Frontiers of Psychology*, Agosto de 2018.  
<https://doi.org/10.3389/fpsyg.2018.01522>
  - <sup>14</sup> “Visual experience facilitates allocentric spatial representation”, Achille Pasqualotto, Mary Jane Spiller, Ashok S. Jansari y Michael J. Proulx. *Behavioural Brain Research*, Volumen 236, Enero de 2013.  
<https://doi.org/10.1016/j.bbr.2012.08.042>
  - <sup>15</sup> ¿Te gusta conducir?  
<https://www.youtube.com/watch?v=bmYYpHI6cIY>
  - <sup>16</sup> “Do you Yahoo!” [https://www.youtube.com/watch?v=X2\\_XzGPqBJ0](https://www.youtube.com/watch?v=X2_XzGPqBJ0)
  - <sup>17</sup> “Dream Crazy” <https://www.youtube.com/watch?v=A1hDscZfE2w>
  - <sup>18</sup> Web de Michael’s: <https://www.michaels.com/>
  - <sup>19</sup> Web de Harry’s: <https://www.harrys.com/en>

<sup>20</sup> Spot del Mavic Pro:

<https://www.youtube.com/watch?v=OdOvZapo2Ow>

<sup>21</sup> Campaña de Crowdfunding de Tropicfeel

<https://www.kickstarter.com/projects/1466745684/the-ultimate-travel-shoe-20-tropicfeel>

<sup>22</sup> <http://bit.do/fHCmc>

<sup>23</sup> <http://bit.do/fHCmf>

<sup>24</sup> Web de Santafixie: <https://www.santafixie.com/>

<sup>25</sup> Buscador de sofás de Made: <https://www.made.com/sofazer>

<sup>26</sup> Sección personalizada en Beatport: <https://www.beatport.com/my-beatport>

<sup>27</sup> Tienda de Cyberdark: <https://tienda.cyberdark.net/>

<sup>28</sup> Web de SumaCRM: <https://www.sumacrm.com/>

<sup>29</sup> Web de Factorial: <https://factorialhr.es/>

<sup>30</sup> Web de Tutellus: <https://www.tutellus.com/>

<sup>31</sup> Web de Aiwin: <https://aiwin.io/es>

<sup>32</sup> Web de SinOficina: <https://sinoficina.com/>

<sup>33</sup> Web de MiCappital: <https://micappital.com/>

<sup>34</sup> Web de Podstatus: <https://podstatus.com/>

<sup>35</sup> "The psychology of judgment and decision making" Scott Plouss, 1993 McGraw-Hill. <https://amzn.to/2URF14i>

<sup>36</sup> "Analyse experimentale: De quelques elements de la sensation de poids [Experimental study of some aspects of weight perception]", A. Charpentier, 1981, Arch Physiol Norm Pathol. 3.

<sup>37</sup> "Three Card Box Illusion"

<https://www.youtube.com/watch?v=iItQVjrk00g>

<sup>38</sup> "Social cognition: understanding self and others", Gordon B. Moskowitz, 2005, Guilford Press, <https://amzn.to/2UQ4Z9I>

<sup>39</sup> Web de GuideDoc: <https://guidedoc.tv/>

<sup>40</sup> Podcast de Victor Correal: <https://www.noesasuntovuestro.com/>

<sup>41</sup> "Spatial Sequence Coding Differs during Slow and Fast Gamma Rhythms in the Hippocampus", Chenguang Zheng, Kevin Wood Bieri, Yi-Tse Hsiao, Laura Lee Colgin. Neuron, Vol. 89, Issue 2, 20 de Enero de 2016. <https://doi.org/10.1016/j.neuron.2015.12.005>

<sup>42</sup> "Compressionism: A Theory of Mind Based on Data Compression", Phil Maguire, Oisín Mulhall, Rebecca Maguire, Jessica Taylor. Proceedings of the 11th International Conference on Cognitive Science. pp. 294-299. ISSN 1613-0073 <http://ceur-ws.org/Vol-1419/paper0045.pdf>

<sup>43</sup> “Cognitive consequences of forced compliance”, Festinger, L., & Carlsmith, J. M., 1959, *The Journal of Abnormal and Social Psychology*, 58(2), 203–210. <https://doi.org/10.1037/h0041593>

<sup>44</sup> Fuente original:

[https://www.pcworld.com/article/181364/ATT\\_Sues\\_Verizon\\_Over\\_The\\_res\\_a\\_Map\\_for\\_That\\_Ads.html](https://www.pcworld.com/article/181364/ATT_Sues_Verizon_Over_The_res_a_Map_for_That_Ads.html)

<sup>45</sup> Web de Ling Cars: <https://www.lingscars.com/>

<sup>46</sup> Web de Santafixie: <https://www.santafixie.com/>

<sup>47</sup> Web de Tuvalum: <https://tuvalum.com/>

<sup>48</sup> Minimalism Brand. Es una captura que tiene su tiempo, pero es la que mejor ilustra lo que aquí comentamos: <https://minimalismbrand.com/>

<sup>49</sup> Efecto Decoy al descubierto en National Geographic: <https://www.nationalgeographic.com.au/videos/brain-games/the-decoy-effect-2400.aspx>

<sup>50</sup> Metricool: <https://metricool.com/es/>

<sup>51</sup> <https://unbounce.com/conversion-rate-optimization/the-future-of-marketing-call-to-action-buttons/>

<sup>52</sup> <https://blog.hubspot.com/blog/tabid/6307/bid/20566/the-button-color-a-b-test-red-beats-green.aspx>

<sup>53</sup> <https://vwo.com/success-stories/ript-apparel/>

<sup>54</sup> “Judgment under Uncertainty: Heuristics and Biases”, Amos Tversky y Daniel Kahneman, *Science* 1974, <https://doi.org/10.1126%2Fscience.185.4157.1124>

<sup>55</sup> “Predictably Irrational: The Hidden Forces that Shape our Decisions”, Dan Ariely <https://amzn.to/2Yb0vg7>

<sup>56</sup> The Tool: <https://thetool.io/>

<sup>57</sup> Entrevista a Bernat Farrero en mi podcast: <https://en.digital/podcast/154-bernat-farrero-itnig>

<sup>58</sup> Billin: <https://www.billin.net/>

<sup>59</sup> Entrevista a Ignacio Arriaga en En.Digital: <https://en.digital/podcast/145-ignacio-arriaga-acumbamail>

<sup>60</sup> “Don’t Make Me Think: A Common Sense Approach to Web Usability”, Steve Krug <https://amzn.to/2BLXCcV>

<sup>61</sup> <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

<sup>62</sup>

<https://hdl.handle.net/2027/mdp.39015016256904?urlappend=%3Bseq=71>

<sup>63</sup> <https://sites.google.com/site/thecorruptedconeoflearning/home>

<sup>64</sup> “Teaching the Visual Learner: The Use of Visual Summaries in Marketing Education”, Irvine Clarke, Theresa B. Flaherty y Michael

Yankey, Journal of Marketing Education, Diciembre de 2006

<https://doi.org/10.1177%2F0273475306291466>

<sup>65</sup> “Deliberate Practice and Performance in Music, Games, Sports, Education, and Professions: A Meta-Analysis”, B. N. Macnamara, D. Z. Hambrick, F. L. Oswald. Psychological Science, 2014,

<http://dx.doi.org/10.1177/0956797614535810>

<sup>66</sup> “Improving Students’ Learning With Effective Learning Techniques: Promising Directions From Cognitive and Educational Psychology”, John Dunlosky , Katherine A. Rawson , Elizabeth J. Marsh , Mitchell J. Nathan , and Daniel T. Willingham. Psychological Science in the Public Interest 14(1) 4–58

<https://pcl.sitehost.iu.edu/rgoldsto/courses/dunloskyimprovinglearning.pdf>

<sup>67</sup> “Transfer of training: the contributions of coaching”, Joyce B y B Showers. 1981. Journal of Education 163(2): 163–172.

<https://www.jstor.org/stable/42772926?seq=1>

<sup>68</sup> Campaña de la revista Amouage:

[https://www.adsoftheworld.com/media/print/amouage\\_magazine](https://www.adsoftheworld.com/media/print/amouage_magazine)

<sup>69</sup> <https://schrijfbe.tumblr.com/post/101160938878>

<sup>70</sup> <https://www.youtube.com/watch?v=zVuWtWZh4oQ>

<sup>71</sup> Web de Frankie the King: <https://frankietheking.com/>

<sup>72</sup> Web de Sepiia: <https://sepiia.com/>

<sup>73</sup> Web de Colchón Morfeo: <https://www.colchonmorfeo.com/>

<sup>74</sup> Web de los zumos Fresquitos: <https://www.gustavoferrada.es/zumos/>

<sup>75</sup> Web de Lush: <https://uk.lush.com/>

<sup>76</sup> Web de Freshly Cosmetics: <https://www.freshlycosmetics.com/>

<sup>77</sup> Web de Café Leather: <https://cafeleathersupply.com/>

<sup>78</sup> Web del DJI Osmo Pocket: <https://www.dji.com/es/osmo-pocket>

<sup>79</sup> Web de Santafixie: <https://www.santafixie.com/>

<sup>80</sup> Web de Minimalism Brand: <https://minimalismbrand.com/>

<sup>81</sup> Web de We are Knitters: <https://www.weareknitters.es/>

<sup>82</sup> Dashboard de ventas de Minimalism Brand

<https://minimalismbrand.com/pages/transparencia>

<sup>83</sup> Web de Muroexe: <https://es.muroexe.com/>

<sup>84</sup> Web de Loopas: <https://ponteloopas.com/pages/por-que-loopas>

<sup>85</sup> Web de Digital Content: <https://digitalcontent.pro/es/>

<sup>86</sup> Web de Fotografía eCommerce:

<https://www.fotografiaecommerce.com/>

<sup>87</sup> Web de Product Hackers: <https://producthackers.com/es/>

<sup>88</sup> Web de Suma CRM: <https://www.sumacrm.com/>

- <sup>89</sup> Web de Vilynx: <https://www.vilynx.com/>
- <sup>90</sup> Web de Landbot: <https://landbot.io/>
- <sup>91</sup> Web de iVoox: <https://www.ivoox.com/>
- <sup>92</sup> Web de BrainSINS: <https://www.brainsins.com/es/>
- <sup>93</sup> Web de Streamloots: <https://www.streamloots.com/>
- <sup>94</sup> Web de Connectif: <https://connectif.ai/>
- <sup>95</sup> Web de Metricool: <https://metricool.com/>
- <sup>96</sup> Web de Paul Ekman: <https://www.paulekman.com/>
- <sup>97</sup> Serie Lie to Me: <https://www.paulekman.com/projects/lie-to-me/>
- <sup>98</sup> Rueda de las emociones:  
<https://en.wikipedia.org/wiki/Emotion#/media/File:Plutchik-wheel.svg>
- <sup>99</sup> “Apparent Usability vs Inherent Usability: Experimental analysis on the determinants of the apparent usability”, CHI’95, Mayo de 1995.  
<http://masui.org.s3.amazonaws.com/b/d/bdd052e6233fbef0380491c7af408502.pdf>
- <sup>100</sup> “Aesthetics and Apparent Usability: Empirically Assessing Cultural and Methodological Issues”, CHI 97 Conference Proceedings, Atlanta, March 22-27, 1997), ACM, New York, pp. 115-122.  
<https://doi.org/10.1145/258549.258626>
- <sup>101</sup> “Emotional Design” de Don Norman, <https://amzn.to/2C3I3NM>
- <sup>102</sup> <https://www.neurosciencemarketing.com/blog/articles/emotional-ads-work-best.htm>
- <sup>103</sup> What’s Next: Emotions give a lift to advertising:  
<https://www.nielsen.com/us/en/insights/report/2016/whats-next-emotions-give-a-lift-to-advertising/>
- <sup>104</sup> Vídeo de la campaña de Friends Forever:  
<https://www.youtube.com/watch?v=xbHszDDdle8>
- <sup>105</sup> Uno de los vídeos de las campañas de Fabada Litoral:  
<https://www.youtube.com/watch?v=eh2MVSPb0fY>
- <sup>106</sup> Web de Retrofootball: <https://www.retrofootball.es/>
- <sup>107</sup> Web de Blue Banana Brand: <https://www.bluebananabrand.com/>
- <sup>108</sup> Web de We Are Knitters: <https://www.weareknitters.es/>
- <sup>109</sup> Web de Miscota: <https://www.miscota.es/>
- <sup>110</sup> Web de Emotion Research Lab: <https://emotionresearchlab.com/>
- <sup>111</sup> <https://www.b2binternational.com/>
- <sup>112</sup> Web de Basecamp: <https://basecamp.com/>
- <sup>113</sup> Rework, el libro de los fundadores de Basecamp:  
<https://amzn.to/2WdpCgL>
- <sup>114</sup> Remote, otro de los libros de los fundadores de Basecamp:  
<https://amzn.to/2OiM3wU>

<sup>115</sup> Web de Hubspot: <https://www.hubspot.com/>

<sup>116</sup> Web de Nailed: <https://nailed.com/>

<sup>117</sup> "Positive reinforcement produced by electrical stimulation of septal area and other regions of rat brain", J. Olds y P. Milner, 1954. Journal of Comparative and Physiological Psychology, 47(6), 419–427.

<https://doi.org/10.1037/h0058775>

<sup>118</sup> "True or false? Visuals are a superior medium for information."

<https://www.imagethink.net/true-or-falsevisuals-superior-medium/>

<sup>119</sup> "Neural correlates of the episodic encoding of pictures and words",

<https://www.pnas.org/content/95/5/2703.full>

<sup>120</sup> "Persuasion and the Role of Visual Presentation Support: The UM/3M Study", Douglas R. Vogel, Gary W. Dickson, John A. Lehman, 1986.

<http://misrc.umn.edu/workingpapers/fullpapers/1986/8611.pdf>

<sup>121</sup> "Why Is There So Much More Research on Vision Than on Any Other Sensory Modality?", Fabian Huttmacher, Frontiers in Psychology, 2019,

20:2246. <https://dx.doi.org/10.3389%2Ffpsyg.2019.02246>

<sup>122</sup> "Hearing lips and seeing voices", Harry McGurk y John Macdonald, Nature 264, 23 de Diciembre de 1976.

<https://dx.doi.org/10.1038%2F264746a0>

<sup>123</sup>

<https://www.acs.org/content/acs/en/pressroom/newsreleases/2013/april/seeing-the-flavor-of-foods.html>

<sup>124</sup> Web de Maximiliano Jabugo:

<https://www.maximilianojabugo.com/es/>

<sup>125</sup> Landing de Elgato Wave:3: <https://www.elgato.com/en/wave-3>

<sup>126</sup> Espejo-joyero de Due Home en Fotografía eCommerce:

<https://www.fotografiaecommerce.com/portfolio/fotografia-muebles/>

<sup>127</sup> Web de Tropicfeel: <https://www.tropicfeel.com/>

<sup>128</sup> Campaña de Crowd-Funding de Tropic Feel:

<https://www.kickstarter.com/projects/1466745684/the-ultimate-travel-shoe-20-tropicfeel?lang=es>

<sup>129</sup> Web de Singularu: <https://singularu.com/>

<sup>130</sup> "Get Inspired by These 5 High Performing Facebook Lead Ads"

<https://leadsbridge.com/blog/facebook-ads-tips/get-inspired-by-these-5-high-performing-facebook-lead-ads/>

<sup>131</sup> Tienes algunos ejemplos que reflejan varios de los casos que explicamos en este apartado en un artículo de Fotografía eCommerce donde puedes ver varios GIFs animados en acción:

<https://www.fotografiaecommerce.com/blog/usos-gifs-animados-marketing-e-commerce/>

- 132 Web de Doofinder: <https://www.doofinder.com/es/>
- 133 Web de Oct8ne: <https://oct8ne.com/es/>
- 134 Web de Graphext: <https://www.graphext.com/>
- 135 Web de Carto: <https://carto.com/>
- 136 Web de Meller Brand: <https://mellerbrand.com/>
- 137 <https://revisor.com/people-la-app-espanola-que-se-ha-colado-en-todos-tus-gifs/>
- 138 Web de Peopple: <https://peopple.app/>
- 139 Los GIFs del equipo de Soluble:  
<https://giphy.com/explore/solubleteam>
- 140 Puedes ver Holo en [https://youtu.be/GqJ0\\_0BFbRM](https://youtu.be/GqJ0_0BFbRM)
- 141 Vídeo de la ceremonia de cierre de Tomorrowland  
<https://youtu.be/1ME3wydVvrQ>
- 142 "Das Behalten erledigter und unerledigter Handlungen", Zeigarnik, 1927. Psychologische Forschung 9, 1-85  
[https://books.google.es/books/about/Das\\_Behalten\\_erledigter\\_und\\_unerledigter.html?id=kN1rXwAACAAJ&redir\\_esc=y](https://books.google.es/books/about/Das_Behalten_erledigter_und_unerledigter.html?id=kN1rXwAACAAJ&redir_esc=y)
- 143 "On memory: A contribution to experimental psychology", 1913, New York Teachers College.  
<https://archive.org/details/memorycontri00ebbiuoft>
- 144 "When More Pain is Preferred to Less: Adding a Better End", Daniel Kahneman, Barbara L. Fredrickson, Charles A. Schreiber, Psychological Science, Vol. 4 Issue 6, pp. 401-405, Noviembre de 1993.  
<https://doi.org/10.1111/j.1467-9280.1993.tb00589.x>
- 145 Muchas referencias interesantes en esta web  
<https://positivepsychology.com/what-is-peak-end-theory/>
- 146 "Apple at Work – The Underdogs" <https://youtu.be/G9TdA8d5aaU>
- 147 "Under Armour | Rule yourself | Michael Phelps"  
<https://www.youtube.com/watch?v=mDQDTPWNcQ0>
- 148 "Grocery Pickup" de Walmart  
<https://www.youtube.com/watch?v=whpJBY5W7xo>
- 149 "Retirement is about exploring your wide open future."  
<https://www.youtube.com/watch?v=9rx7-ec0p0A>
- 150 "Ruavieja – tenemos que vernos más" <https://youtu.be/4iBc47UtPa0>
- 151 Análisis del anuncio de "The Force" de Volkswagen por Sands Research <https://www.youtube.com/watch?v=V3s2zUvuM1g>
- 152 Web de Blue Banana: <https://www.bluebananabrand.com/>
- 153 Web de TrekkInn: <https://www.trekkinn.com/>
- 154 Web de SantaFixie: <https://www.santafixie.com/>
- 155 Web de Planeta Huerto: <https://www.planetahuerto.es/>

<sup>156</sup> Web de Carto: <https://carto.com/>

<sup>157</sup> Web de Duolingo: <https://es.duolingo.com/>

<sup>158</sup> Web de Clever Ecommerce: <https://www.cleverecommerce.com/>

<sup>159</sup> Web de NeuronUp: <https://www.neuronup.com/es/>

<sup>160</sup> “Growth Hacking: Supera el reto de crear productos digitales exponenciales” Luis Diaz del Dedo, editorial Anaya

<https://amzn.to/3asHzhr>

<sup>161</sup> “Growth Hacking: Supera el reto de crear productos digitales exponenciales” por Luis Diaz del Dedo <https://amzn.to/3iQq7WP>