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Fogg, BJ, et al. Purple Path Behavior Guide, Version 0.9. Stanford Persuasive Technology Lab. August 2010. Fogg, BJ, et al. Behavior Model. Stanford University. [heat bill nye video study guide key.pdf](#)

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## **Amazon.com: bj fogg**

Fogg Behavior Model Scientist BJ Fogg developed the Fogg Behavior Model The Definitive Guide to Testing and Tuning for Conversions Apr 24, 2012.

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