

CULT OF PERSONALITY.

Publicado en: [Perfil del Consumidor](#)

We are very happy to present a sample chapter from the upcoming printed Smashing Book #3, written by Aaron Walter. In this chapter, Aaron explains how sharing our personalities can help us create lasting relationships with users, and how it can improve the bottom line of our business. The sample is also available for free download in PDF, EPUB and MobiPocket. ENJOY!

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