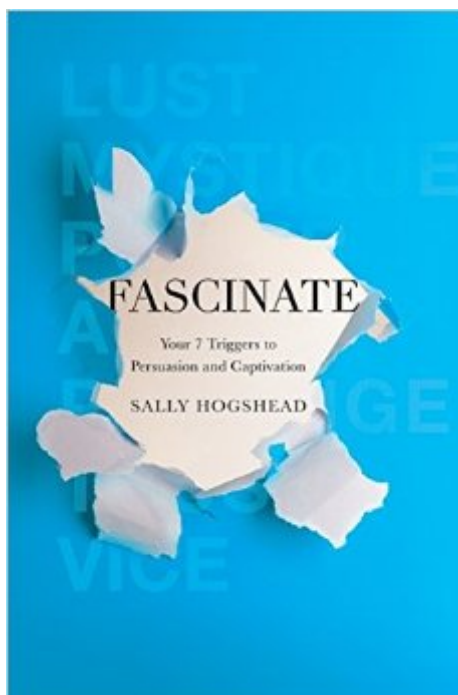


The book was found

Fascinate: Your 7 Triggers To Persuasion And Captivation



Synopsis

A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and influence behavior—“fascination”—and how businesses, products, and ideas can become irresistible to consumers. In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we only have seconds to compete? Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway: • Which brand of frozen peas you pick in the case • Which city, neighborhood, and house you choose • Which profession and company you join • Where you go on vacation • Which book you buy off the shelf Structured around the seven languages of fascination Hogshead has studied and developed—“power, passion, innovation, alarm, mystique, prestige, and alert”—Fascinate explores how anyone can use these triggers to make products, messages, and services more fascinating—and more successful.

Book Information

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Customer Reviews

Which is exactly what I did!! I don't know Sally and I purchased her book right here in on referral from some old colleagues. So this review is the real deal, folks. FASCINATE is a compelling journey

into method and madness of persuasion. The concept is that whether you are pitching a new client, inviting a friend to lunch, luring a cranky toddler to sleep, or marketing a product, you are using triggers to elicit a certain response. Sally has narrowed these down to 7 (power, trust, mystique, prestige, vice, alarm and lust) and the book demonstrates and explains how dialing these triggers up and down can help you more effectively influence your relationships. The book is divided into three parts. The first part uses lots of dare I say it ... fascinating examples ... of how fascination factors into key world events and even human development. It's a page-turner. The second part of the book reads more like your typical marketing book and won't be all that revolutionary to seasoned advertisers. But it does frame up basic motivators in a memorable way. The key take away from this section is that we are part of a fascination economy where companies and individuals that are fascinating or can make someone else feel fascinating as a result of their relationship with them will win. That's a concise bit of advice that can serve marketers, sales people, and anyone trying to persuade very well. The third part of the book is probably my favorite. My number one pet peeve about business books is that they always promise to tell you how to be more successful but they never actually give you a formula for doing it. Sally gives her readers a clear plan for becoming more fascinating.

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