

Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist



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 have only 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.

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