

Fascinate: Your 7 Triggers to Persuasion and Captivation

By Sally Hogshead

Download now

Read Online 

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead

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.

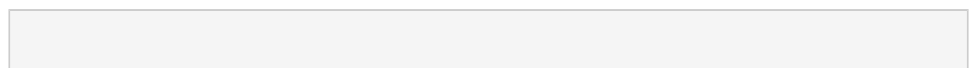
In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we only have seconds to compete?

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.



 [Download Fascinate: Your 7 Triggers to Persuasion and Capti ...pdf](#)

 [Read Online Fascinate: Your 7 Triggers to Persuasion and Cap ...pdf](#)

Fascinate: Your 7 Triggers to Persuasion and Captivation

By Sally Hogshead

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead

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.

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead Bibliography

- Sales Rank: #113575 in Books
- Published on: 2010-02-09
- Released on: 2010-02-09
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .97" w x 5.50" l, .80 pounds
- Binding: Hardcover
- 288 pages

 [Download Fascinate: Your 7 Triggers to Persuasion and Capti ...pdf](#)

 [Read Online Fascinate: Your 7 Triggers to Persuasion and Cap ...pdf](#)

Download and Read Free Online Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead

Editorial Review

From Publishers Weekly

Brand executive Hogshead (Radical Careering) argues that exploiting certain "triggers" can boost relationships with customers, employees, and friends. Fascination is ultimately an instinctive drive that catalyzes countless behaviors, including purchasing decisions. Outlining seven triggers which "bring meaning to all types of otherwise meaningless scenarios," the author reveals how powerful brands like FedEx, Walt Disney World Theme Park and W Hotels combine such triggers as lust, power, mystique, and trust in different proportions to reel in consumers or reinforce messaging. Despite an uneven start, this slight but practical work packs a big punch.

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

"This is a transformative work, a beautifully written book that will forever change the way you see the world. I loved it. Let me be really clear: you need to buy this book, devour it, absorb it and then buy copies for your colleagues. A lot of copies." (Seth Godin, author of Linchpin)

"Can you dissect 'fascination'? Sally Hogshead says, 'Yes.' Fascination is arguably the most powerful of product attachments—and this pioneering book helps us approach the word and the concept in a thoughtful and also practical manner." (Tom Peters, author of In Search of Excellence)

"Fascinate is a riveting journey through the forces of fascination—how it irresistibly shapes our ideas, opinions, and relationships—and how to wield it to your advantage." (Alan Webber, author of Rules of Thumb)

"Whenever your message hasn't reached a customer, peer over at Sally Hogshead's collection of stories and directives, replete with more illuminating, original, and doable ideas than you can handle in a lifetime. Okay, two lifetimes." (Richard Laermer, author of Forecast 2011 and Full Frontal PR)

"This slight but practical work packs a big punch." (Publishers Weekly)

"As Hogshead wends her way around the world of fascination, her citations are funny and apt, even educational... Fascinate is a fascinating book..." (Richard Pachter, Miami Herald)

From the Back Cover

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.

Users Review

From reader reviews:

Mattie Martin:

As people who live in typically the modest era should be change about what going on or details even knowledge to make these individuals keep up with the era that is always change and advance. Some of you maybe will certainly update themselves by looking at books. It is a good choice to suit your needs but the problems coming to you actually is you don't know which you should start with. This *Fascinate: Your 7 Triggers to Persuasion and Captivation* is our recommendation to cause you to keep up with the world. Why, because book serves what you want and wish in this era.

Maria Blanco:

Nowadays reading books become more than want or need but also be a life style. This reading addiction give you lot of advantages. Associate programs you got of course the knowledge the actual information inside the book which improve your knowledge and information. The details you get based on what kind of guide you read, if you want drive more knowledge just go with education and learning books but if you want truly feel happy read one along with theme for entertaining including comic or novel. Often the *Fascinate: Your 7 Triggers to Persuasion and Captivation* is kind of guide which is giving the reader capricious experience.

Paul Evans:

The actual book *Fascinate: Your 7 Triggers to Persuasion and Captivation* has a lot info on it. So when you check out this book you can get a lot of gain. The book was published by the very famous author. Mcdougal makes some research just before write this book. This book very easy to read you can get the point easily after reading this article book.

Jeffrey Channell:

Reading a e-book make you to get more knowledge from the jawhorse. You can take knowledge and information from the book. Book is composed or printed or illustrated from each source in which filled update of news. On this modern era like at this point, many ways to get information are available for anyone. From media social such as newspaper, magazines, science e-book, encyclopedia, reference book, story and comic. You can add your knowledge by that book. Are you hip to spend your spare time to open your book? Or just in search of the Fascinate: Your 7 Triggers to Persuasion and Captivation when you essential it?

Download and Read Online Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead #NPQMYF8UL6G

Read Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead for online ebook

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead books to read online.

Online Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead ebook PDF download

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead Doc

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead Mobipocket

Fascinate: Your 7 Triggers to Persuasion and Captivation By Sally Hogshead EPub