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Fascinate by Sally Hogshead

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Fascinate, Revised and Updated. by Sally Hogshead. Share your thoughts Complete your review. Tell readers what you thought by rating and reviewing this book. Rate it * You Rated it * 0. 1 Star - I hated it 2 Stars - I didn't like it 3 Stars - It was OK 4 Stars -

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Why is Jägermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%? And then there's the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to

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Impossible To Resist fascinating anyone. The word “fascinate” comes from the Latin word *fascinare*, meaning “to bewitch or hold captive so others are powerless to resist.” Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead’s latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination

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Impossible To Resist Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to: Increase prices with ideas from poker to Play-Doh Build revenue by learning about the \$14 million license plate Get better leads through hypnosis by Sigmund Freud and Steve Jobs Attract raving fans by following the cult of pistachio ice cream Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Mystique, Alert, or Trust. The question is, how can you apply these core Advantages to

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Impossible To Resist stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universities—including Twitter, IBM, Porsche, and New York University—use the Fascinate system to captivate their customers. Why? The answers are in this book.

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A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and

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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

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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

Access Free Fascinate Revised And Updated How To Make Your Brand Impossible To Resist fascinating—and more successful.

Sally Hogshead believes the greatest value you can add is to become more of yourself. Hogshead rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of career, including almost every major international advertising award. She frequently appears in national media

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including NBC's Today Show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence. Her advertising work hangs in the Smithsonian Museum of American History. The science of fascination is based on Hogshead's decade of research with 250,000 participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Please note: This is a companion version & not the original book. Sample Book Insights:

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#1 The taste of Jägermeister is bitter and sweetly harsh, and yet it has grown exponentially. You did the shot because of the unpleasant taste, not in spite of it. #2 The drink was commercially released in Germany in 1935, and it was marketed as an after-dinner digestif. But it soon became popular with college students, who spread the cult wildfire. #3 The brand sold almost as much as Absolut, despite the taste putting hair on the tongue. The brand turned the taste into a rallying cry, elevating the product beyond rational benefits. #4 When you buy a shot of Jäger, you're not buying a

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drink. You're buying an experience. By holding the shot glass, you're announcing that you have officially turned up the volume on the evening ahead.

An award-winning advertising director shares advice on how to find enthusiasm and a sense of purpose in one's career, in a guide for generation-X professionals that makes recommendations about living a lifestyle in accordance with one's salary, setting high goals, and pursuing meaningful achievements. Original. 35,000 first printing.

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For many marketing professionals, “science” is a four-letter word. They see brand-building as an unteachable art guided by their intuition and experience. But at its core, marketing aims to seed ideas into people’s minds, make them feel a certain way, and, ultimately, get them to act. In *Brand Seduction*, Daryl reveals the latest psychological and neuroscientific discoveries about how our minds process brand information and make decisions, and the important roles our emotions and unconscious play in our selections. Welcome to the new world of neuromarketing. Through simple language,

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engaging stories, and real-world examples, Brand Seduction shows you how to decode, build, and use these hidden brand fantasies to grow your brand and business. You'll learn: The surprising unconscious side of brands. The biggest myths about consumer psychology. The real role of emotions in building brands. Practical tools to use neuroscience to inspire better marketing. Everyone seems to have a different idea of what brands are, how they work, and how they are built. Brand Seduction digs deeper into the nature of brands, how they exist and behave in the mind, and how marketers and

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business leaders can use this understanding to “seduce” customers and grow their businesses.

A history and critical assessment of leading indicators reveals their indelible impact on the economy, public policy and other critical decisions, discussing their shortcomings while making suggestions for reducing dependence on them.

The presidency of John F. Kennedy continues to fascinate, even as it also continues to inspire heated debates between admirers and

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detractors of Camelot's fallen king. Now readers can gain a new appreciation of JFK in this thoroughly revised and updated edition of James Giglio's bestselling study, widely acclaimed as the best and most balanced book on JFK's White House years. Giglio incorporates the voluminous archival materials made available in the last fifteen years, including the declassified documents on crucial foreign policy affairs and White House medical records that contradict the image of Kennedy's youth and vigor. He stresses the extent to which domestic and foreign policies were interconnected at a

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time when the Cold War dominated national life and reveals his new appreciation for JFK's prudence in his handling of such enormous challenges as the Cuban missile crisis and the emerging war in Vietnam. Giglio shows Kennedy to be "the most medicated, one of the most courageous, and perhaps the most self-absorbed of our presidents." He reviews the physical ailments and heavy prescriptions that were kept out of the public eye and catalogs sexual indiscretions ranging from Marilyn Monroe and socialite Florence Pritchett to low-level White House employees and even virtual

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strangers. Surveying this field of conquest, Giglio suggests that JFK's sexual obsession could easily have affected his presidency even more during a second term. His work also amplifies coverage of key issues like civil rights, the Cuban missile crisis, and Vietnam and reevaluates many of the questions surrounding the assassination—maintaining that, even with the existence of a conspiracy still doubtful, the case is far from closed. Like the first edition, this new edition provides a sharp and thoughtful analysis of both domestic and foreign affairs and underscores that, despite his undeniably

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brief tenure in office, the state of the nation actually did improve on Kennedy's watch. Featuring an expanded bibliographical essay and twenty-two photos from the JFK library, *The Presidency of John F. Kennedy* remains the definitive appraisal of Camelot's kingdom.

Are you an employee stuck in a career rut? Are you a student looking to get the right start? Or do you just want to create a better you? In *The 10Ks of Personal Branding*, author Kaplan Mobray offers ten must-know insights to building your personal brand. In this

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inspiring guide, learn how to focus your life's goals with your life's actions to create a powerful package called "you." Filled with easy-to-follow instructions and valuable tips on developing your personal brand, this guide explains the 10Ks of personal branding: • Know thyself • Know what you want to be known for • Know how to be consistent • Know how to accept failure as part of building your personal brand • Know how to communicate your personal brand attributes • Know how to create your own opportunities • Know and master the art of connection • Know that silence is not an

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option • Know your expectations, not your limitations • Know why you are doing what you are doing today and how it will shape where you are headed tomorrow These principles can change your life, give you focus, propel your career, and take you to a much greater place.

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