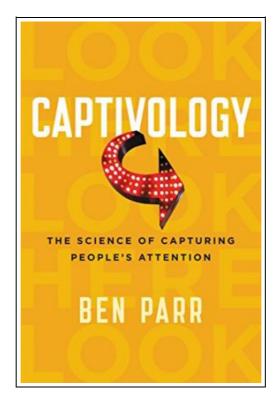
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CAPTIVOLOGY: THE SCIENCE OF CAPTURING PEOPLE S ATTENTION (PAPERBACK)



HarperCollins Publishers Inc, United States, 2016. Paperback. Condition: New. Reprint. Language: English. Brand New Book. Why are we captivated by sites like Facebook and Instagram, but couldn't care less about MySpace Why do some musicians grow as popular as Beyonce, while others never make the charts Why do some nonprofits, such as Charity: Water, succeed in getting our donations, while other charities are ineffective And why can t anyone seem to ever get the attention of their kidsln Captivology, Ben Parr, former editor of Mashable and cofounder of DominateFund, reveals how and why our mind pays attention to some events, ideas, or people and not others. Vividly bringing to life the stories of entrepreneurs, musicians, filmmakers, thought leaders, political strategists, magicians, and other masters of attention, Parr presents a new understanding of how attention works and identifies seven captivation triggers-techniques guaranteed to help you capture and retain the attention of friends, colleagues, customers, fans, and even strangers. These triggers spark our brain s attention response systems by appealing to fundamental aspects of human nature. Combining the latest scientific research with interviews of visionaries who have successfully brought attention to their ideas, projects, and companies (Facebook s Sheryl Sandberg, film director Steven Soderbergh, LinkedIn s CEO Jeff Weiner, New York Times bestselling author Susan Cain, and more), Parr makes the case that you can rise above the noisy crowd and be heard-without having to shout. Insightful and practical, Captivology will change how you tell your kid to clean herroom, deliver your next presentation, appeal to the world to support your cause, or attract users to your product.



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