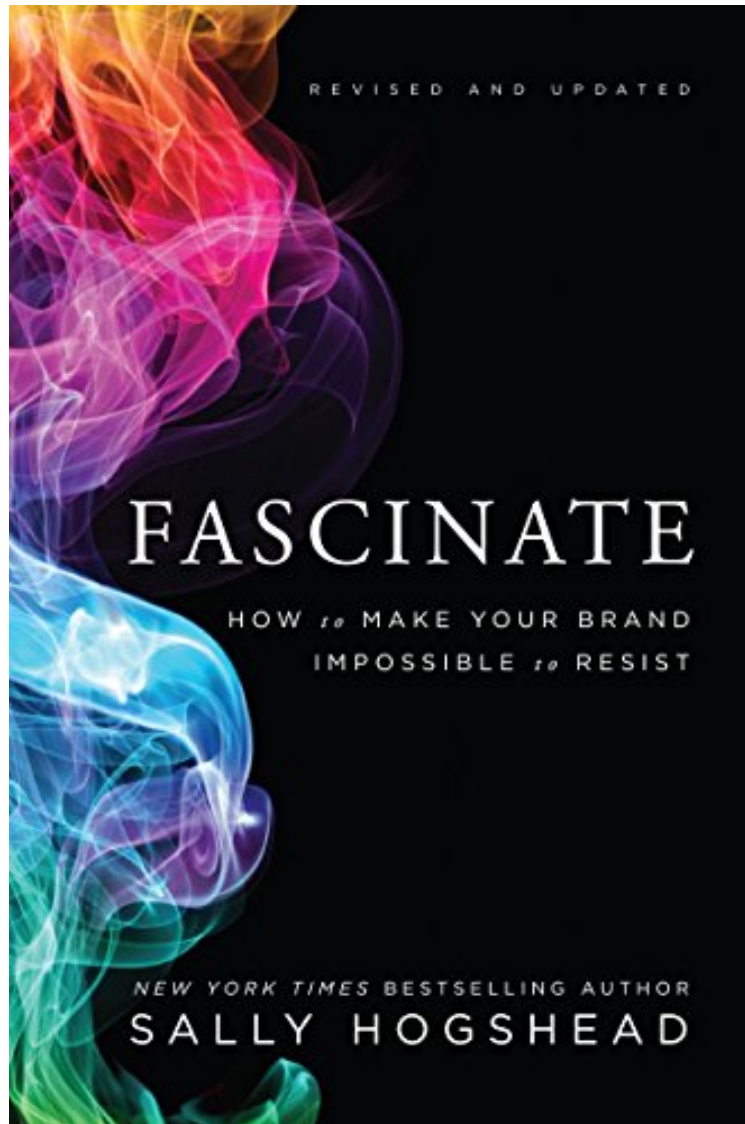


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## Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist

*Sally Hogshead*

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**Sally Hogshead : Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist:

0 of 0 people found the following review helpful. The Sorting Hat of Marketing and Branding, Get this Book, Be SpellboundBy TheColorMageI got this book along with the audiobook because that's my preferred method to read these days. I focus more with all the information buzzing out there. The book is great for personal brands just getting

involved with their business and marketing projects. You need to focus on what comes naturally for your company and your vision. Sally demonstrates her experience in such a fun way! I love the sidebars and footnotes threaded throughout the book. It makes the experience interactive and light. Anything but boring. I believe the people that are resistant to this material are deeply resentful and jealous of marketing witchcraft. 2 of 2 people found the following review helpful. Great reference! By Aaron#47;Andrea Wenburg What a fabulous and fascinating book filled with research, stories and a practical reference guide! I'll be using it with my brand and recommending it highly to clients! 0 of 0 people found the following review helpful. Good enough! By Csaba Szecsenyi The book contains some interesting stories, but I find the main part of the book boring and not relevant for me. I understand marketing is a very important in sales but it is very hard to find a book about manufacturing and more brick and mortar part of everyday life. I have the feeling that the product itself is not interesting any more. This book is useful for the marketing department and for those few who has a small company who is selling its own product. I think what people should realize is that they should contribute to the whole and i think marketing is not a good way of contribution.

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.

“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 why is Jaume Germeister the most popular brand that nobody likes? Why do women spend more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1,000%? 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 for fascinating anyone. The word “fascinate” comes from the Latin *fascinare*, meaning “to bewitch or hold captive so that 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 will need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination 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 from 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, Trust, Mystique, and Alert. The question is, how can you apply these core Advantages to 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. About the Author Sally Hogshead helps world-class businesses develop messages that influence and persuade consumers, partners, and employees.

Clients past and present include Nike, MINI Cooper, Aflac, Cole Haan, Target, Coca-Cola, and Godiva. Starting out as one of the most award-winning advertising writers in the country, she opened her own ad agency by twenty-seven and is today a world-renowned brand consultant and speaker, leading keynotes for such companies as Starbucks and Microsoft. As a creative director, she develops fascinating ideas for both Fortune 500 companies and startups. Hogshead and her work have been featured in the New York Times and on the Today show, CBS, ABC, and MSNBC. The press has described her as "intrepid" and an "advertising mastermind," while the reality television show Making It Big named her Advertising's Icon.