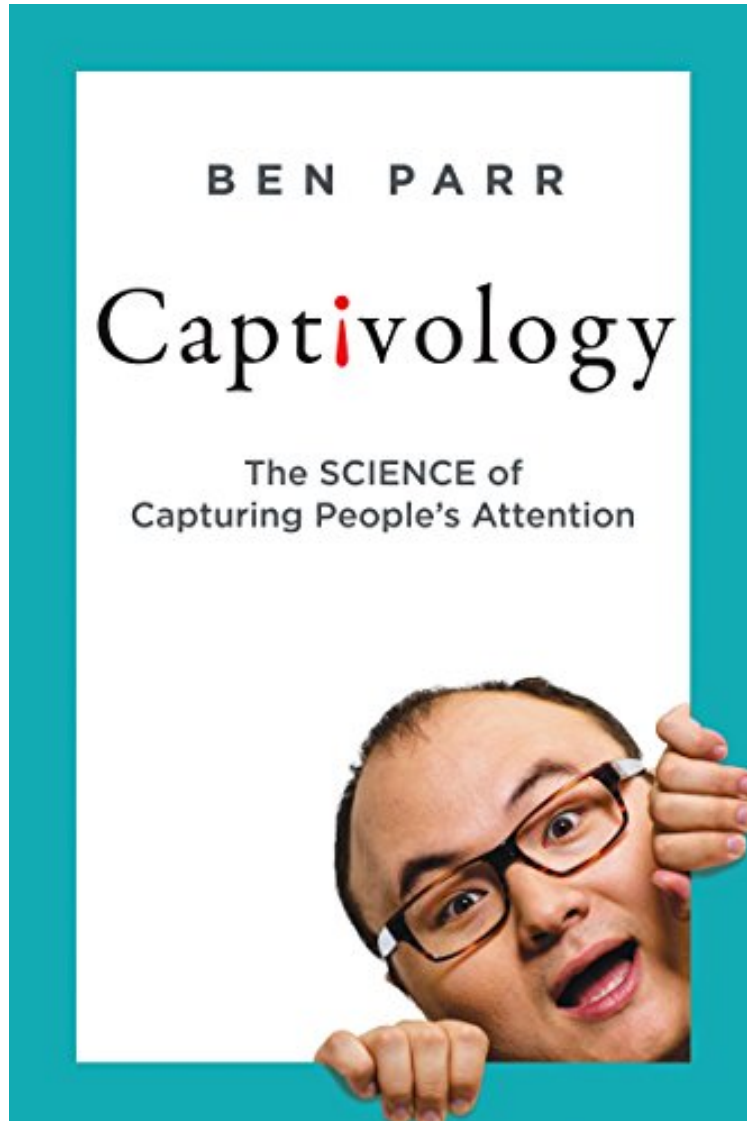


Captivology: The Science of Capturing People's Attention

Ben Parr

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Ben Parr : Captivology: The Science of Capturing People's Attention before purchasing it in order to gage whether or not it would be worth my time, and all praised Captivology: The Science of Capturing People's Attention:

1 of 1 people found the following review helpful. Easy to read and understand and filled with valuable information to help you get and keep the attention of your desired audienceBy TechSpectiveAs the subtitle implies, Captivology is a book about capturing attention. It is a guide to understanding and implementing tips and practices that will attract and keep the attention of your desired audience.Parr starts out by explaining why he wrote the book: "I wrote Captivology out of necessity. In my worldndash;the world of technology and startupsndash;attention often means the difference between success and failure. Startups need to catch the attention of busy investors. They need to secure the

attention of the press to spread the word about their products. They need to captivate their users long enough to entice them to come back. Startups need to grab the attention of potential hires and keep them engaged once they join their team. Without attention, even a great startup with a compelling product will die. Attention is the fuel that drives great companies, causes, and ideas. With that in mind, Parr shares his considerable marketing skills in *Captivology*. Chapter one focuses on The Three Stages of Attention. Parr explains the difference between immediate, short, and long-term attention, and how each can be won, as well as the overall benefits. Successful marketing requires a balanced combination of all three. In chapters two through eight, Parr spends time covering different attention triggers: automaticity, framing, disruption, reward, reputation, mystery, and acknowledgement. Parr describes each trigger with scenarios to help you understand it in context, and also talks about the implications and how to apply the trigger effectively. *Captivology* is clear and simple to understand. Parr conveys valuable information in a well-written, engaging style. One thing I think the book could use is a companion workbook. *Captivology* is filled with useful information, but it lacks a little in the area of how to use it. Granted, there is no "right way" or recipe that will work for every company, in every industry, in every instance; expecting some sort of step-by-step guide might be unreasonable. When you finish *Captivology*, though, the challenge you face will be to translate it into "What does this mean for me?" and "How do I apply this information effectively?" *Captivology* focuses on the science of capturing attention, and provides a solid foundation of well-researched information to back it up. Ultimately, though, marketing is also part art and part luck. It's applying the right science in the right way at the right time. People are inundated with an overwhelming amount of data, information, and solicitations on a daily basis. You have to do whatever it takes to make your message stand out and capture the attention of audience. *Captivology* will help you do that. 0 of 0 people found the following review helpful. Five Stars By Kevin Hodgson Great book! 1 of 1 people found the following review helpful. Ben gives an awareness of peoples' habits and tendencies. ... By Al Sanchez Ben gives an awareness of peoples' habits and tendencies. He gives up-to-date, practical examples of what's important from a sensory perspective to capture the attention of others while being able to hold and retain the desire to take action. (Ben is also interviewed on "Popcorn" ABC News).

The former editor of Mashable and cofounder of DominateFund examines the psychological phenomena that captivate our attention—and how we can leverage them to draw and retain attention for our ideas, work, companies, and more. Whether you're an artist or a salesperson, a teacher or an engineer, a marketer or a parent—putting the spotlight on your ideas, insights, projects and products requires a deep understanding of the science of attention. In *Captivology*, award-winning journalist and entrepreneur Ben Parr explains how and why the mind pays attention to some events or people—and not others—and presents seven captivation triggers—techniques guaranteed to help you capture and retain the attention of friends, colleagues, customers, fans, and even strangers. Parr combines the latest research on attention with interviews with more than fifty scientists and visionaries—Facebook's Sheryl Sandberg, film director Steven Soderbergh, LinkedIn CEO Jeff Weiner, magician Jon Armstrong, New York Times bestselling author Susan Cain, Nintendo's Shigeru Miyamoto, founder of Reddit Alexis Ohanian, and more—who have successfully brought their ideas, projects, companies, and products to the forefront of cultural consciousness. The result is an insightful and practical book that will change how you assign jobs to your kids or staff, craft a multi-million dollar ad campaign, deliver your next presentation, attract users to your product, or convince the world to support your cause.

"Throughout the book, Parr keeps readers engaged, amused and focused, proving that the science of *Captivology* works." —Success Magazine From the Author "Attention is the fundamental currency and lifeblood of the modern economy. Teachers can't get anything done without the attention of their students. Charities can't survive without the attention of donors. Entrepreneurs need the attention of users and customers. That's why I wrote *Captivology*: to help everybody capture attention for their passions, projects and ideas. This book will teach you the real science behind attention and how that utilize that knowledge effectively for whatever you're passionate about. That's why I analyzed more than 1,000 research studies and interviewed dozens of researchers and thought leaders to uncover the science of attention. I firmly believe *Captivology* can change the world for the better. I hope you'll take a chance and read my book." ~ Ben From the Back Cover 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 Beyoncé, 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 kids? In *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 her room, deliver your next presentation, convince the world to support your cause, or attract users to your product.