



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

By Sally Hogshead

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Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist By Sally Hogshead

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 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 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 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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Editorial Review

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

why is Jägermeister 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%?

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About the Author

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 twenties, writing ads that fascinated millions of consumers. Her internationally acclaimed book *Fascinate: Your 7 Triggers to Persuasion and Captivation* has been translated into over a dozen languages. The science of fascination is based on Hogshead's decade of research with 250,000 initial participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives. She frequently appears in national media, 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.

Users Review

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Jose Goodell:

The book Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist can give more knowledge and information about everything you want. Exactly why must we leave a good thing like a book Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist? Wide variety you have a different opinion about publication. But one aim this book can give many data for us. It is absolutely suitable. Right now, try to closer using your book. Knowledge or information that you take for that, you may give for each other; you could share all of these. Book Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist has simple shape but the truth is know: it has great and big function for you. You can seem the enormous world by start and read a publication. So it is very wonderful.

Maurice Neely:

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