

Captivology

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Captivology

"Parr gets it: To succeed in a world where attention is scarce, captivating audiences at every level is a skill that everyone needs. Captivology will show you how to capture other people's attention, whether you are teacher, entrepreneur, musician, or simply a dreamer with a big idea."

Captivology: The Science of Capturing People's 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.

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Captivology - Ben Parr - Hardcover

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Amazon.com: Captivology: The Science of Capturing People's ...

Captivology (2015) shows that, in our modern world of rapidly proliferating information, attention is a scarcer and therefore more valuable resource. Knowing what drives our attention, however, and being aware of how we direct it, can help us reclaim this resource. Based on scientific research, the author reveals techniques for drawing people's attention to any project, idea or message.

Captivology by Ben Parr - Blinkist

Access a free summary of Captivology, by Ben Parr and 20,000 other business, leadership and nonfiction books on getAbstract.

Captivology Free Summary by Ben Parr - getAbstract

Captivology. Home / Books / Captivology. By Ben Parr Added August 13, 2015 "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 ...

Captivology - State Library of Ohio

In today's information-overloaded society, attention is the modern currency, says Ben Parr, author of new book Captivology. And since getting that attention is rare and elusive, Parr decided to ...

7 Tips From Author Ben Parr's "Captivology" On Grabbing ...

In Captivology, I discuss the three stages of attention — the step-by-step process in which we pay attention to every piece of stimuli. We react automatically to certain sensory cues during the Immediate Attention stage; we consciously focus using working memory in Short Attention; and in the Long Attention stage, we develop a relationship ...

Ben Parr.com -- A Little Attention Can Change the World ...

Ben Parr (born February 12, 1985) is an American journalist, author, venture capitalist and entrepreneur. He is the author of Captivology: The Science of Capturing People's Attention, a book on the science and psychology of attention and how to capture the attention of others.

Ben Parr - Wikipedia

Captivology is a brilliant investigation of how one can make a mark in this world by commanding the attention of others (not easy in this incredibly fluid culture) and how we can build on that initial impression to make something tangible and lasting.

Captivology: The Science of Capturing People's Attention ...

Parr gets it: To succeed in a world where attention is scarce, captivating audiences at every level is a skill that everyone needs. Captivology will show you how to capture other people's attention, whether you are teacher, entrepreneur, musician, or simply a dreamer with a big idea.

Captivology : The Science of Capturing People's Attention ...

In his book Captivology: The Science of Capturing People's Attention (HarperOne, 2015), Ben Parr, former Mashable editor, details seven triggers that you can employ to get attention.

Attention Triggers You Can Use in Content Marketing - dummies

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.

Captivology eBook by Ben Parr - 9780062324207 | Rakuten Kobo

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Captivology - Ben Parr - Paperback

Parr has devoted much of his career to grabbing eyeballs in various capacities, formerly as the co-editor of Mashable and now as cofounder of VC firm DominateFund. His author bio describes him as...

Ben Parr Wants Your Attention: Q&A With The Author Of ...

Captivology: The Science of Capturing People's Attention by Ben Parr.

Captivology by Parr, Ben (ebook) - eBooks.com

Captivology | 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.

Captivology : The Science of Capturing People's 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.

Captivology (Audiobook) by Ben Parr | Audible.com

Author of Captivology & Venture Capitalist Ben Parr is an award-winning journalist, entrepreneur, investor, and expert on growth and attention. He is a General Partner at Rostrum Capital, an early-stage venture firm and author of Captivology: The Science of Capturing People's Attention.

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