

Captivology

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Ben Parr's Captivology applies recent discoveries in psychology and neuroscience to the attention economy so that anyone can rise over the crowd and stand out." (Craig Newmark, founder, Craigslist) "Filled with useful tips, practical advice and case studies, Captivology is a book everyone in the attention business should buy. (By the way ...

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

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Captivology - HarperCollins
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.

Captivology by Ben Parr - Blinkist
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 ...
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 ...

Captivology, startups, growth - Ben Parr
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 ...
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
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 en Apple Books
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 ...
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"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." — Donal Logue, actor, producer, and director

Captivology: The Science of Capturing People's Attention ...
signs as 80's songs aries - you spin me round (like a record) - dead or alive taurus - under pressure - queen & david bowie gemini - she drives me crazy - fine young cannibals cancer - footloose ...

signs as 80's songs - astrology freak
Captivology - Captivology audiobook, by Ben Parr... 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...

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Although some may treat attention as an unknowable commodity, there are actually codified ways to capture it. 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.