

Captivology

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Captivology

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

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Ben Parr is an award-winning journalist, entrepreneur, investor, and expert on attention. He is the author of Captivology: The Science of Capturing People's Attention. He is Co-founder and Managing Partner of DominateFund, an early-stage venture capital firm.

Captivology: The Science of Capturing People's Attention

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Captivology: The Science of Capturing People's Attention - Kindle edition by Parr, Ben. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note

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

The “science” of captivology explains how to rise above the noise to capture and hold on to attention for your brand, company, idea or cause. Parr amiably explains the three stages of attention and...

Reading List: Captivology | SUCCESS

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 - HarperCollins

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

Captivology was a challenging book for me. On the one hand, I totally agree with the premise of the book—that we should be aware of the things that capture people’s attention, and use those things to get our message across.

StudyLeadership.com | Captivology

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

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Public speaking is an incredibly difficult art to master, but there are plenty of ways to improve your presentation form tremendously. During my two years of research for my book Captivology: The...

12 Proven Strategies to Make Your Presentations More ...

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.

Attention Triggers You Can Use in Content Marketing - dummies

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

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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

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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 (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

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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

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 ...

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 ...

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 ...

Ben Parr: "Captivology" | Talks at Google

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 by Ben Parr | Audiobook | Audible.com

Listen to "Captivology The Science of Capturing People's Attention" by Ben Parr available from Rakuten Kobo. Narrated by Lloyd James. Start a free 30-day trial today and get your first audiobook free. The former editor of Mashable and cofounder of DominateFund examines the psychological phenomena th

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Ben Parr, an Eagle Scout from Princeton, Ill., first made a name for himself as a tech journalist at Mashable. Today, 30-year-old Parr is the cofounder of San Francisco venture capital firm ...

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