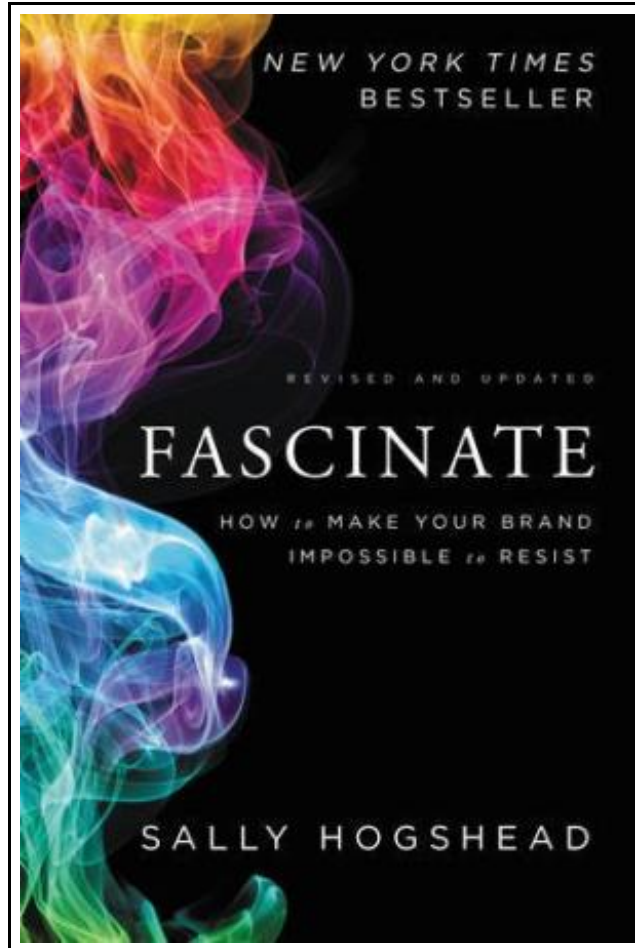


Fascinate: How to Make Your Brand Impossible to Resist (Hardback)



Filesize: 8.7 MB

Reviews

Extremely helpful to all category of individuals. I have got go through and that i am confident that i will likely to read through once again again later on. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Nikita Herzog)

FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST (HARDBACK)



To save **Fascinate: How to Make Your Brand Impossible to Resist (Hardback)** eBook, please click the hyperlink listed below and download the document or have accessibility to other information that are highly relevant to FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST (HARDBACK) ebook.

HarperCollins Publishers Inc, United States, 2016. Hardback. Book Condition: New. Revised and Updated ed. 229 x 152 mm. Language: English . Brand New Book. Why is Jagermeister 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...



[Read Fascinate: How to Make Your Brand Impossible to Resist \(Hardback\) Online](#)



[Download PDF Fascinate: How to Make Your Brand Impossible to Resist \(Hardback\)](#)



[Download ePUB Fascinate: How to Make Your Brand Impossible to Resist \(Hardback\)](#)

Relevant Books



[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) (Paperback)

Click the link beneath to get "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) (Paperback)" PDF document.

[Download eBook »](#)



[PDF] No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Click the link beneath to get "No Friends?: How to Make Friends Fast and Keep Them (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Click the link beneath to get "Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)" PDF document.

[Download eBook »](#)



[PDF] How to Make a Free Website for Kids (Paperback)

Click the link beneath to get "How to Make a Free Website for Kids (Paperback)" PDF document.

[Download eBook »](#)



[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Click the link beneath to get "History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Patent Ease: How to Write You Own Patent Application (Paperback)

Click the link beneath to get "Patent Ease: How to Write You Own Patent Application (Paperback)" PDF document.

[Download eBook »](#)



[PDF] Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents (Paperback)

Click the link below to read "Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents (Paperback)" file.

[Save PDF »](#)



[PDF] Violin Concerto, Op.82: Study Score (Paperback)

Click the link below to read "Violin Concerto, Op.82: Study Score (Paperback)" file.

[Save PDF »](#)



[PDF] Fox Tales for Kids: Fifteen Fairy Stories about Foxes for Children (Paperback)

Click the link below to read "Fox Tales for Kids: Fifteen Fairy Stories about Foxes for Children (Paperback)" file.

[Save PDF »](#)



[PDF] ASPCA Kids: Rescue Readers: I Am Picasso (Paperback)

Click the link below to read "ASPCA Kids: Rescue Readers: I Am Picasso (Paperback)" file.

[Save PDF »](#)



[PDF] Marm Lisa (Dodo Press) (Paperback)

Click the link below to read "Marm Lisa (Dodo Press) (Paperback)" file.

[Save PDF »](#)



[PDF] Dracula Investigates the Mummy s Purse (Paperback)

Click the link below to read "Dracula Investigates the Mummy s Purse (Paperback)" file.

[Save PDF »](#)