



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

Sally Hogshead

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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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From reader reviews:

Thomas Welty:

Have you spare time for the day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity with regard to spend your time. Any person spent their particular spare time to take a walk, shopping, or went to typically the Mall. How about open or read a book entitled Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist? Maybe it is for being best activity for you. You recognize beside you can spend your time together with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have different opinion?

Linda Henderson:

Hey guys, do you wishes to finds a new book to read? May be the book with the headline Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist suitable to you? Often the book was written by well-known writer in this era. The particular book untitled Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resistis one of several books in which everyone read now. This particular book was inspired many men and women in the world. When you read this e-book you will enter the new shape that you ever know just before. The author explained their strategy in the simple way, thus all of people can easily to recognise the core of this reserve. This book will give you a wide range of information about this world now. To help you see the represented of the world with this book.

Walter Pressley:

Playing with family in a park, coming to see the marine world or hanging out with pals is thing that usually you could have done when you have spare time, in that case why you don't try thing that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist, you could enjoy both. It is very good combination right, you still desire to miss it? What kind of hang type is it? Oh come on its mind hangout guys. What? Still don't buy it, oh come on its called reading friends.

Mildred Shaw:

Can you one of the book lovers? If so, do you ever feeling doubt when you find yourself in the book store? Attempt to pick one book that you find out the inside because don't judge book by its protect may doesn't work this is difficult job because you are scared that the inside maybe not seeing that fantastic as in the outside appearance likes. Maybe you answer could be Fascinate, Revised and Updated: How to Make Your Brand Impossible to Resist why because the excellent cover that make you consider regarding the content will not disappoint you actually. The inside or content is actually fantastic as the outside as well as cover. Your reading 6th sense will directly show you to pick up this book.

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