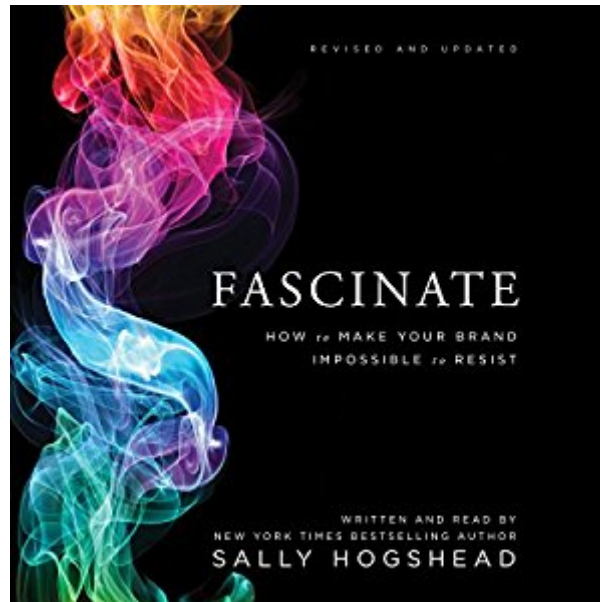


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# Fascinate, Revised And Updated: How To Make Your Brand Impossible To Resist



## Synopsis

A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and influence behavior - fascination - and how businesses, products, and ideas can become irresistible to consumers. In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we have only seconds to compete? Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway: Which brand of frozen peas you pick in the case Which city, neighborhood, and house you choose Which profession and company you join Where you go on vacation Which book you buy off the shelf Structured around the seven languages of fascination Hogshead has studied and developed - power, passion, innovation, alarm, mystique, prestige, and alert - Fascinate explores how anyone can use these triggers to make products, messages, and services more fascinating - and more successful.

## Book Information

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## Customer Reviews

Can't afford an expensive ad agency to figure out your brand strategy? Or, maybe you can and you want something to measure their work against? Best selling author, world class branding

expert, discoverer of Fascination Science and former advertising industry superstar Sally Hogshead has given you everything you need in this thoroughly updated (more than 60% new!) and dramatically improved edition of her great book, FASCINATE. This book is built around an amazing branding hack that will allow you to find the five words that best express your brand. Through the book and tech add-ons you'll find the process easy, quick and super-enlightening. Hey, I'm a branding pro myself. I've run my own NYC agency for twenty years and in the last week alone delivered a funny video to a top comedy network, a growth strategy to a top global strategy consultancy, and a new brand strategy to one of the world's top technology firms and I still learned a lot from this book and from the assessment too. But, what makes this a branding hack is that you don't have to be a branding pro like me to get the results I got. Try it, you'll see!

Sally Hogshead knows what she is talking about. There are plenty of personality tests and books out there that talk about how you fit into the world based on how you behave and how you see the world. Sally is the first person who brought to my attention the concept of thinking about how the world sees ME. The idea that I need to focus on the things that make me unique things that make me stand out and then learn how to use them to my best advantage was a totally new concept until I saw Sally speak at a conference. Since my first encounter with her a year ago through the launch and reading of this book I have come to understand how to truly be me at my best and the changes that are happening in my personal and professional life as a result are spectacular. I think anyone struggling to find a new direction can benefit greatly from Sally's unique perspective and approach. We all have the potential to fascinate and being fascinating is what sets us above the crowd. But we've all been so conditioned to follow the crowd, go with the flow, change what's odd, or weird or stands out. With Sally's guidance one can learn, as I have, how to make the most, best use out of what makes you unique.

I just made it to Part II and I am completely hooked! I was trying to make a major decision on what to put on a banner for a trade show and after reading Part I I know just what to do. BE DIFFERENT! Now I have no fear of going to the unknown with an edgy promotion. I took the Brand Fascination test and it changed everything for me. I had been going in the right direction but now I have the works! That profile is printed out and now in my note book to keep with me so I can read it and use it. Highly recommend but I could be biased because I have read all of her books! But...this one is the BEST! Big fan of Sally!

Brands date back at least to the ancient markets in ancient Greece, and Rome. So, what is a brand? Heidi Cohen assembled 30 responses to that question from a variety of sources. Here are three:

- o The American Marketing Association defines a brand as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."
- o Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for. For example, is the brand the most economical, does it stand for superior service, is it an environmentally responsible provider of x,y,z service or product. Each communication is deliberate in evoking emotion in the receiver to leave him/her with an essence of what the company or person stands for. Donna Antonuccio Branding is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa. Jay Baer. Author with Amber Naslund of *The Now Revolution*

All of this is true but insufficient. Now let's focus on a revised and updated edition of *Fascinate*, a book first published years ago. Why a new edition? Sally Hogshead is convinced "and I agree" that most marketers need to revise and update their perspectives on brands and branding. With all due respect to signage such as swooshes and golden arches, brands must evoke expectations that are fulfilled, if not exceeded, by the customer experience. Hogshead explains: "My first book *Fascinate* was published in 2010, and in that book I explored how our brains become captivated by certain people and ideas. I outlined the seven ways in which brands fascinate us. I gave the *why* but not the *how*. The truth is, I didn't yet know all the steps. [This is not a small revision; as my editors can attest, it's a major overhaul. More major, in fact, than I think any of us realized. We ripped the entire book apart and rebuilt it to be a fascinatingly practical guide. She added new stories and action steps, a "Brand Fascination Profile" and "TurboBranding," a step-by-step process in Parts III and IV, which gives you a blazingly fast way to create brand messages in about an hour. As I worked my way through her Introduction to the new edition, I was again reminded of a situation many years ago when a Princeton colleague of Albert Einstein gently chided him for asking the same questions every year on his final examination. Quite

true. Guilty as charged. Each year, the answers are different. I think that is also true of many of the questions that are asked about marketing, especially today in a global marketplace that is more volatile, more uncertain, more complex, and more ambiguous than at any prior time that I can remember. Few (if any) of the correct answers in 2010 are probably true in 2016. These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Hogshead's coverage in Parts I and II:

- o Kelton Study of fascination (Pages 6-7 and 273-281)
- o The Seven Languages of Fascination (10)
- o Marketing dimensions (15-17, 42-43, 45-46, and 62-63)
- o Jägermeister (18-19 and 47-50)
- o Differentiation (23-25, 47-50, and 61-64)
- o The Modern Marketing Maze (39-40)
- o Fascinate the Goldfish (40-42)
- o The Three Deadly Threats to Communication (42-44)
- o Dinosaur food (71-72)
- o Five Adjectives to Differentiate Your Innovation Brand (74)
- o How Brands Use Innovation in Their Marketing (75-80)
- o The Language of Creativity: Innovation at a Glance (81)
- o Adjectives to Differentiate Your Passion Brand (86)
- o Four marketing pillars of passion brands (87-93)
- o Five Adjectives to Differentiate Your Power Brand (98)
- o How Brands Use Power in Their Marketing (99-105)
- o The Language of Confidence: Power at a Glance (107-120)
- o Five Adjectives to Differentiate Your Prestige Brand (111)
- o Trust as advantage (121-133, 219-220, and 284-285)
- o Five Adjectives to Differentiate Your Trust Brand (124)
- o How Brands Use Trust in Their Marketing (125-132)
- o Predictability and trust (127-128, 129-130, and 131-132)
- o Five Adjectives to Differentiate Your Mystique Brand (138)
- o How Brands Use Mystique in Their Marketing (139-149)
- o Five Adjectives to Differentiate Your Alert Brand (154)
- o How Brands Use Alert in Their Marketing (156-163)
- o Understanding the Seven Advantages (165)

Briefly, here is how Hogshead organizes her material:

- Part I: How and why a brain becomes fascinated
- Part II: How each of the seven Advantages can create a state of intense focus
- Part III: How the aforementioned practical system can be modified to accommodate almost any strategy and tactic(s) for almost any message
- Part IV: How to get started with the five-step action plan

Sally Hogshead offers a methodology that is cohesive, comprehensive, and cost-effective, one that -- if applied with rigor and passion as well as with patience and persistence -- really can help to make almost any brand impossible to resist. The greater challenge, obviously, is to sustain that appeal. Perhaps she will address that challenge in her next book.

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