

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

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Abstrak

Sally Hogshead believes the greatest value you can add is to become more of yourself. Hogshead rose to the top of the advertising profession in her early twenties, writing ads that fascinated millions of consumers. Her internationally acclaimed book *Fascinate: Your 7 Triggers to Persuasion and Captivation* has been translated into over a dozen languages. The science of fascination is based on Hogshead's decade of research with 250,000 initial participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives. She frequently appears in national media, including NBC's Today show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence.