



Fascinate: Your 7 Triggers to Persuasion and Captivation (Chinese Edition)

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Fascinate: Your 7 Triggers to Persuasion and Captivation (Chinese Edition) [mei]sha li huo ge si hei de Sally Hogshead helps world-class businesses develop messages that influence and persuade consumers, partners, and employees. Starting out as one of the most award-winning advertising writers in the country, she is today a world-renowned brand consultant and speaker, leading keynotes for companies such as Starbucks and Microsoft as well as innovation workshops. As a creative director, she develops fascinating ideas for both Fortune 500 companies and start-ups. Hogshead and her work have been featured in the New York Times, The Washington Post and NBC. In this book, the author will reveal the secrets why are you captivated by some people but not by others, why do you recall some brands yet forget the rest, and What triggers fascination, and how do companies, people, and ideas put those triggers to use. China's first man on brand, Li Guangdou contributed a great deal of comments and interpretations of his own, help readers get a clue of the author's train of thought, offer Chinese cases that touches upon the seven universal triggers: lust, mystique, alarm, prestige, power, vice, and trust.

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