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Captivology

The SCIENCE of
Capturing People's Attention



Captivology The Science Of Capturing Peoples Attention

Perry Carpenter



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Captivology Ben Parr, 2024-05-21 The former editor of Mashable and cofounder of DominateFund examines the psychological phenomena that captivate our attention and how we can leverage them to draw and retain attention for our ideas work companies and more Whether you re an artist or a salesperson a teacher or an engineer a marketer or a parent putting the spotlight on your ideas insights projects and products requires a deep understanding of the science of attention In Captivology award winning journalist and entrepreneur Ben Parr explains how and why the mind pays attention to some events or people and not others and presents seven captivation triggers techniques guaranteed to help you capture and retain the attention of friends colleagues customers fans and even strangers Parr combines the latest research on attention with interviews with more than fifty scientists and visionaries Facebook s Sheryl Sandberg film director Steven Soderbergh LinkedIn CEO Jeff Weiner magician Jon Armstrong New York Times bestselling author Susan Cain Nintendo s Shigeru Miyamoto founder of Reddit Alexis Ohanian and more who have successfully brought their ideas projects companies and products to the forefront of cultural consciousness The result is an insightful and practical book that will change how you assign jobs to your kids or staff craft a multi million dollar ad campaign deliver your next presentation attract users to your product or convince the world to support your cause

Digital Marketing All-in-One For Dummies Stephanie Diamond, 2019-04-04 Unlock the value in online marketing A well executed digital marketing plan is a proven component of success in business and Digital Marketing All In One For Dummies covers everything you need to build and implement a winning plan Whether you re a novice in the online space or an expert marketer looking to improve your digital ROI this book has easy to absorb tips and insights that will turn online prospects into loyal customers This book compresses the essential information on 8 topics so you have all the information you need and none of what you don t You ll learn social media marketing marketing to millennials account based marketing influencer marketing content marketing strategies and more Use targeted measurable marketing strategies to promote brands and products Increase brand awareness customer acquisitions and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it Digital Marketing All In One For Dummies will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back

Content Marketing Strategies For Dummies Stephanie Diamond, 2016-01-26 Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now especially for strategists looking to cultivate influence among target audience members through content marketing Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition even in the most crowded of marketplaces This timely text introduces you to the Five C Cycle Company Focus Customer Experience Content Creation Channel Promotion and Closed Loop Analysis The Five C Cycle drives the creation

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and the environment Dr Paul R big Former Member of the European Parliament and former Chair of the Panel for the Future of Science and Technology

Transformational Security Awareness Perry Carpenter, 2019-05-03 Expert guidance on the art and science of driving secure behaviors Transformational Security Awareness empowers security leaders with the information and resources they need to assemble and deliver effective world class security awareness programs that drive secure behaviors and culture change When all other processes controls and technologies fail humans are your last line of defense But how can you prepare them Frustrated with ineffective training paradigms most security leaders know that there must be a better way A way that engages users shapes behaviors and fosters an organizational culture that encourages and reinforces security related values The good news is that there is hope That s what Transformational Security Awareness is all about Author Perry Carpenter weaves together insights and best practices from experts in communication persuasion psychology behavioral economics organizational culture management employee engagement and storytelling to create a multidisciplinary masterpiece that transcends traditional security education and sets you on the path to make a lasting impact in your organization Find out what you need to know about marketing communication behavior science and culture management Overcome the knowledge intention behavior gap Optimize your program to work with the realities of human nature Use simulations games surveys and leverage new trends like escape rooms to teach security awareness Put effective training together into a well crafted campaign with ambassadors Understand the keys to sustained success and ongoing culture change Measure your success and establish continuous improvements Do you care more about what your employees know or what they do It s time to transform the way we think about security awareness If your organization is stuck in a security awareness rut using the same ineffective strategies materials and information that might check a compliance box but still leaves your organization wide open to phishing social engineering and security related employee mistakes and oversights then you NEED this book

Media Infrastructures and the Politics of Digital Time Axel Volmar, Kyle Stine, 2025-10-01 In a crucial sense all machines are time machines The essays in Media Infrastructures and the Politics of Digital Time develop the central concept of hardwired temporalities to consider how technical networks hardwire and rewire patterns of time Digital media introduce new temporal patterns in their features of instant communication synchronous collaboration intricate time management and continually improved speed They construct temporal infrastructures that affect the rhythms of lived experience and shape social relations and practices of cooperation Interdisciplinary in method and international in scope the volume draws together insights from media and communication studies cultural studies and science and technology studies while staging an important encounter between two distinct approaches to the temporal patterning of media infrastructures a North American strain emphasizing the social and cultural experiences of lived time and a European tradition prominent especially in Germany focusing on technological time and time critical processes

Intelligence Analysis in the Digital Age Stig Stenslie, Lars Haugom, Brigt H. Vaage, 2021-08-05 This book examines

intelligence analysis in the digital age and demonstrates how intelligence has entered a new era While intelligence is an ancient activity the digital age is a relatively new phenomenon This volume uses the concept of the digital age to highlight the increased change complexity and pace of information that is now circulated as new technology has reduced the time it takes to spread news to almost nothing These factors mean that decision makers face an increasingly challenging threat environment which in turn increases the demand for timely relevant and reliable intelligence to support policymaking In this context the book demonstrates that intelligence places greater demands on analysis work as the traditional intelligence cycle is no longer adequate as a process description In the digital age it is not enough to accumulate as much information as possible to gain a better understanding of the world To meet customers needs the intelligence process must be centred around the analysis work which in turn has increased the demand for analysts Assessments not least predictions are now just as important as revealing someone else s secrets This volume will be of much interest to students of intelligence studies security studies and international relations *Developing Political Leadership Skills* Tiffanie Drayton,2019-12-30 While many people have the passion and drive to become political leaders not all of them develop the skills needed to make sure their voices are heard and their issues are taken seriously In this practical guide readers will learn to identify their own strengths and weaknesses and cultivate a range of essential leadership skills such as empathy patience public speaking time management conflict resolution and research Sidebars provide examples of young activists who have created change in their own communities illustrating that people of all ages can be political leaders **Patty's Industrial Hygiene, Volume 1** Barbara Cohrssen,2021-03-25 Since the first edition in 1948 Patty s Industrial Hygiene and Toxicology has become a flagship publication for Wiley During its nearly seven decades in print it has become a standard reference for the fields of occupational health and toxicology The volumes on industrial hygiene are cornerstone reference works for not only industrial hygienists but also chemists engineers toxicologists lawyers and occupational safety personnel Volume 1 covers Introduction of Industrial Hygiene and Recognition of Chemical Agents In addition to revised and updated chapters a number of new chapters reflect current technology and concerns The chapters include Ethics in Industrial Hygiene Prevention through Design Risk Communication Managing Workplace Demographics and Mastering Digital Media for Workers Employers and Community Practice

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ralph says that simon has done as much as i have

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