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Captivology (clever title by the way) is all about the science of capturing people ' s attention, whatever

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you may need it for. It discusses seven ‘ attention triggers ’ , more or less scientifically proven methods of getting noticed We live in a world where getting noticed is getting harder and harder.

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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, and strangers.

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Captivology: The Science of Capturing People ' s Attention. Digital Strategy. This month ' s theme for the nonprofit Blog Carnival is “ Breaking Through the Noise , ” calling for tips and ideas about how nonprofits can reach their audiences with the right message at the right time given the clutter of online information clamoring for their attention. Last month, I was lucky enough to receive an advanced copy of Ben Parr ' s new book, Captivology: The Science of Capturing People ' s ...

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Ben Parr is an American journalist, author, venture capitalist and entrepreneur. He is the author of Captivology: The Science of Capturing People's Attention, a book on the science and psychology of attention and how to capture the attention of others. He is the President and co-founder of Octane AI, a marketing automation and conversational marketing company for E-commerce. He was previously a venture capitalist, the co-editor and editor-at-large of Mashable, and a columnist and commentator for

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