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Captivology (2015) shows that, in our modern world of rapidly proliferating

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information, attention is a scarcer and therefore more valuable resource. Knowing what drives our attention, however, and being aware of how we direct it, can help us reclaim this resource.

Captivology by Ben Parr - Blinkist

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Ben Parr (born February 12, 1985) is an American journalist, author, venture capitalist and entrepreneur. He is the author of Captivology: The Science of Capturing People's

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Attention, a book on the science and psychology of attention and how to capture the attention of others.

Ben Parr - Wikipedia

In Captivology, award-winning journalist and entrepreneur Ben Parr explains how and why the mind pays



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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.

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Parr has devoted much of his career to grabbing eyeballs in various capacities, formerly as the co-editor of Mashable and now as cofounder of VC firm DominateFund. His author bio describes him as...

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With The Author Of ...

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triggers—techniques guaranteed to help you capture and retain the attention of friends, colleagues, customers, fans, and even strangers.

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“ Captivology is a brilliant investigation of how one can make a mark in this world by commanding the attention of others (not easy in

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this incredibly fluid culture) and how we can build on that initial impression to make something tangible and lasting. ” — Donal Logue, actor, producer, and director

Captivology: The Science of Capturing People's Attention ...

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signs as 80 s songs aries - you spin  
me round (like a record) - dead or  
alive taurus - under pressure - queen  
& david bowie gemini - she drives me  
crazy - fine young cannibals cancer -  
footloose -...

signs as 80 s songs - astrology freak



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Captivology - Captivology audiobook, by Ben Parr... 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,

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companies, and more. Whether you ' re an artist or a salesperson, a teacher or an engineer, a...

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Although some may treat attention as an unknowable commodity, there are

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actually codified ways to capture it. In his book *Captivology: The Science of Capturing People's Attention* (HarperOne, 2015), Ben Parr, former Mashable editor, details seven triggers that you can employ to get attention.

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