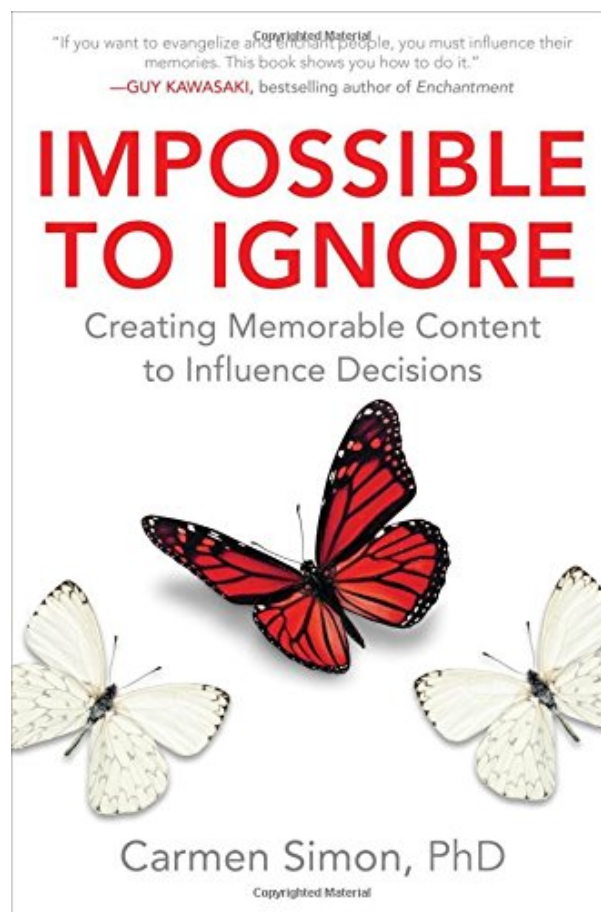


IMPOSSIBLE TO IGNORE: CREATING MEMORABLE CONTENT TO INFLUENCE DECISIONS (BUSINESS BOOKS) BY CARMEN SIMON



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IMPOSSIBLE TO IGNORE

Creating Memorable Content
to Influence Decisions



Carmen Simon, PhD

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A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore?using the latest in brain science

Audiences forget up to 90% of what you communicate. How can your employees and customers decide to act on your message if they only remember a tenth of it? How do you know which tenth they'll remember? How will you stay on their minds long enough to spark the action you need?

Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory?and impact their decisions. Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right amount of content. No more redundant meetings, rambling e-mails, or anemic presentations. In Impossible to Ignore, she shows you how to execute a proven three-step plan for persuasion:

1. Create cues that attract attention and connect with your audience's needs
2. Use memory-influencing variables to control what your audience remembers
3. Turn today's intentions into tomorrow's actions

This practical guide is filled with case studies, examples, and a checklist to help you put the power of cognitive science to work for your business. Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people's hearts, stays in their heads, and influences their decisions. It's not just memorable?it's Impossible to Ignore.

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- Published on: 2016-05-11
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- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.50" l, .0 pounds
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- 288 pages

Features

- McGraw-Hill

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Most helpful customer reviews

23 of 23 people found the following review helpful.

Write well and prosper with this kick-brain book!

By Author of HeartBreak For Hire

I found ways to sharpen my writing focus on literally every page. A must for any communicator, whether a professional or just a recipe blogger. I read the sample on my Kindle and knew I'd have to order it in hardcover, because I'd be highlighting, underlining and writing in the margins. And, yep, I scribbled notes to myself about how to apply it to my own writing. And scratched out several new ideas about writing fiction on the blank pages at the back. In short, the book delivers. Right up there with Thinking, Fast and Slow by Daniel Kahneman. I'm adapting the principles in ITI into a book I'm writing about how a fiction writer can hack the hearts and minds of readers of a novel. Plus, I'm using those principles to rewriting my novel in progress. This is one of those rare books that makes you feels as if you'd like to sit down over coffee and let the author feed your brain some more. The photo shows my notes on p. 169. Wow! Just wow!

52 of 54 people found the following review helpful.

Densely packed with useful information

By Dr. Cathy Goodwin

It took me awhile to finish this review because I couldn't easily assess its value. The Advance Reading Copy lacks the color illustrations of the final product, so reviewers won't get the book's full flavor.

The intriguing premise of the book is that marketers need to create "prospective memories," i.e., memories that will be recalled when buyers are ready to take action. As I understand the concept:

The customer obtains information at time t . She needs to recall this information at time $t+1$, $t+2$ or even $t+365$ or more, where numbers represent days. So as a marketer, you're creating events that will be retrieved as memories at the future time when the buyer is faced with a decision.

"Prospective memory" sounds a lot more solid, intellectual and worthy of a consulting gig, compared to "getting customers to recall your message in time." But that's what it amounts to.

Most business books tend to be heavy on examples and anecdotes but light on theory and principle. This book was just the opposite. The author's PhD background was obvious. She cites a lot of studies (which I really appreciated). She shows an academic bent, distinguishing similar concepts, such as novelty and surprise, expectation and anticipation. And she didn't repeat the same-old, same-old studies. Much of the information was new.

My biggest quibble is that I'd have liked to see more practical examples of how an ordinary business could apply these principles. I was really struck by the discussion of making a PowerPoint slide stand out. That's an idea I can use immediately: I do tons of PowerPoint videos and webinars. I liked the discussion of context and cues. The section on gist vs verbatim was enlightening.

But then we get a section on "adaptive coherence," very abstract and without an obvious application. The discussion of metaphor moved into a discussion of meaning seamlessly, and I would have liked clear examples. The section on influencing with imagination will be familiar to copywriters but a few more in-depth, relevant examples would have helped.

Impossible to Ignore is densely packed with ideas and concepts. I can't help wishing the author had focused on fewer ideas, but more in-depth. Reading this book was like racing through a museum, spending only a few seconds on each object, the way bad tour guides operate. Ironically, given the title of the book, it was hard to remember and appreciate the various concepts and ideas individually. I'm not optimistic about the creation of prospective memories!

7 of 7 people found the following review helpful.

Stunningly insightful (& backed by science), with clear, concrete examples & actionable takeaways

By Ernest E. Svenson

IS THIS BOOK FOR YOU? (Almost certainly)

If you are a presenter of any kind, if you're in sales, or if you are routinely faced with the task of convincing people of something and having them take concrete action, then this is one of the BEST books I've ever come across. (BTW, persuasion guru and all-around-smart-guy, Scott Adams is the one who I first heard about the book from).

HOW I FOUND IT, and WHY I LIKED IT IMMEDIATELY

Based on Scott Adams' effusive recommendation I knew I would like the book. I ordered the hard copy so I could easily flip back and forth.

After reading two chapters I decided to start furiously underlining, which I avoid with hard copy books

because I feel like I'm defacing the book. I didn't care because (1) I'll buy another one later, and (2) the book became a learning tool and I intended to get the most out of it.

The book has excellent end-of-chapter summaries, but I still like underlining as I go. Oh, and I'm also writing separate notes by hand. And I'll transfer those notes over to a separate notebook, because I want to make sure to assimilate as much of this insanely valuable information as possible.

Why am I going to all this trouble? Because I intend to restructure ALL of my presentations to incorporate as many of the amazing tips as possible.

I've learned a lot about the psychology & tactics of marketing (specifically "direct marketing") and this book confirms many of the things I've learned. But it also adds some helpful nuance.

Most importantly, it provides a clear framework for tying together a lot of (what until I read this book seemed like) disparate teachings related to cognition principles and practical psychology (especially related to sales and persuasion). The biggest insight comes when you finally take full stock of how difficult it is to get people to remember things, and then act on your recommendations.

THE BIGGEST VALUE

The biggest value, though, is the clarity of presentation—especially the concrete everyday examples, chapter summaries, and the end-of-book master checklist. I appreciated the author's offer to send me a PDF copy of the checklist, and I emailed her and she graciously sent it to me quickly and with a nice short note.

See all 117 customer reviews...

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