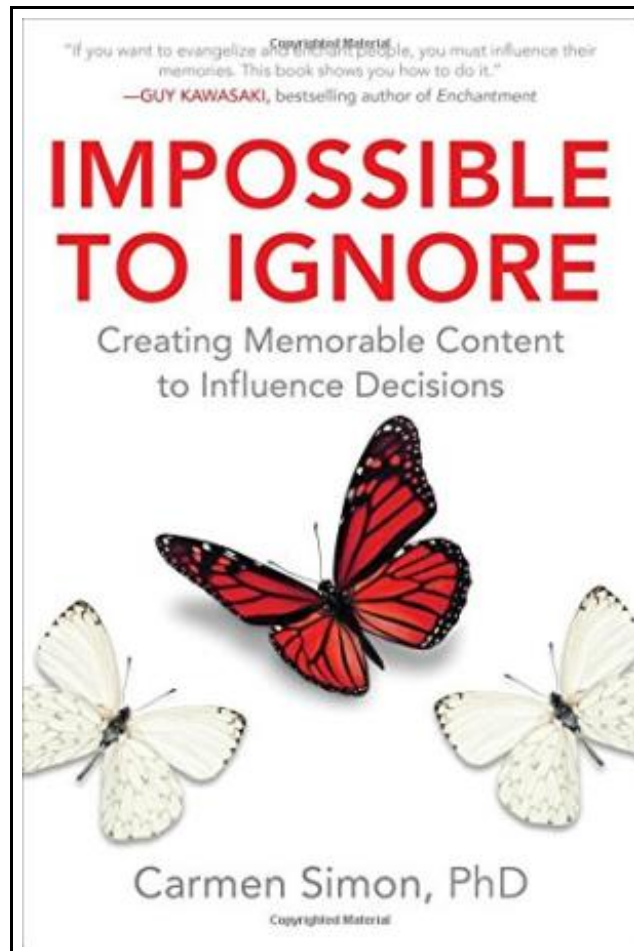# Impossible to Ignore: How to Influence Your Audience s Memory and Spark Action Using Brain Science (Hardback)

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Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually written extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Dominic Collins)

IMPOSSIBLE TO IGNORE: HOW TO INFLUENCE YOUR AUDIENCE S MEMORY AND SPARK ACTION USING BRAIN SCIENCE (HARDBACK)

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McGraw-Hill Education - Europe, United States, 2016. Hardback. Book Condition: New. 236 x 165 mm. Language: English . Brand New Book. 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 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people s memory. Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides behavior toward a desired action.

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