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Impossible To Ignore Creating Memorable

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget,

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and impossible to ignore—using the latest in brain science Audiences forget up to 90 percent of what you communicate.

**Amazon.com:
Impossible to
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Impossible to Ignore:
Creating Memorable
Content to Influence
Decisions by Carmen
Simon was chosen by
Soundview Executive

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Book Summaries as one of the Top Business Books of 2016. THE SOUNDVIEW OVERVIEW: Audiences forget up to 90 percent of what you communicate.

Impossible to Ignore: Creating Memorable Content to ...

Whether you're giving a presentation, conducting a meeting, delivering training,

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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.

Impossible to Ignore: Creating Memorable Content to ...

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The others are in the more traditional Behavioral Economics space (Ariely, Kahneman, and others), and seem to require some extrapolation to apply in practice, whereas Impossible to Ignore is packed with actionable, tangible, evidence-based suggestions. Highly recommended for everyone thinking about how to structure

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and deliver a
memorable message.

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**Impossible to
Ignore: Carmen
Simon, PhD, Barbara
Hawkins ...**

A groundbreaking
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communicate. How can your employees and customers decide to act on your message if they only remember a tenth of it?

Impossible to Ignore: Creating Memorable Content to ...

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**Impossible to
Ignore: Creating
Memorable Content**

Online Library Impossible To Ignore Creating to ...

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?

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Impossible to Ignore: Creating Memorable Content to ...

When our brain is at the fork in the road where it's making a decision, it goes in one of three ways, according to Dr. Carmen Simon, author of *Impossible to Ignore: Creating Memorable Content to Influence Decisions*— and they all involve memory.

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They are:

Pavlovian: Innate reflex prescribed genetically.

Carmen Simon | Impossible to Ignore (Episode 533)

10 Days Replacement
Only 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

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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?

Buy Impossible to Ignore: Creating Memorable Content to ...

During a recent webinar hosted by Adobe Connect in partnership with Dr. Carmen Simon, Ph.D

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and author of

Impossible to Ignore:

Creating Memorable

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Decisions', strategies

to create memorable

and actionable virtual

sessions were

discussed. Carmen's

innovative approach

uses neuroscience to

align business content

more closely to

human's cognitive

decision-making

processes and illicit

behavioral change.

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**Become Impossible
to Ignore in Your
Virtual
Presentations ...**

Dr. Carmen Simon is
Chief Science Officer at
Corporate Visions and
founder of Memzy. A
Silicon Valley
entrepreneur, cognitive
neuroscientist, and
speaker, Carmen has
pioneered a
groundbreaking
approach to creating
memorable messages

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that are easy to process, hard to forget, and impossible to ignore—using the latest in brain science.

Impossible to Ignore: The Science of Highly Memorable Content

Get this from a library!
Impossible to ignore : creating memorable content to influence decisions. [Carmen Simon] -- Drawing on the latest research in

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neuroscience and
cognitive psychology;

this step-by-step guide
presents a

groundbreaking

approach to creating

memorable messages

that are easy to

process; hard to ...

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: creating

memorable content

to ...

A groundbreaking

approach to creating

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38-24 Impossible to Ignore - Amazon Web Services

Impossible to Ignore:

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Impossible To

Ignore: Creating

Memorable
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Decisions. Audible
Audiobook. -

Unabridged. Carmen
Simon (Author),

Barbara Hawkins-Scott
(Narrator), McGraw-Hill
Education (Publisher) &

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all 5 formats and
editions. Hide other
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to ...

Drawing on the latest
research in

neuroscience and

cognitive psychology,

Impossible to Ignore is

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10 percent that your

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remember by creating

content that attracts

attention, sharpens

recall, and guides

decision-making

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toward a desired
action.

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Impossible to Ignore on Apple Books

Dr. Carmen Simon
explains what happens
next in Impossible to
Ignore: Creating
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Soon you're forgotten
as the crowd moves on
to the next speaker or
event. Indeed, this is
why media
appearances are

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overrated. People see you on TV (and I've been on the biggest shows in the world) and then forget about you.

How to Become Impossible to Ignore - Mike Cernovich

Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show

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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."--Publisher description.

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