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Impossible to Ignore: Creating
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Decisions by Carmen Simon was chosen
by Soundview Executive Book
Summaries as one of the Top Business
Books of 2016. THE SOUNDVIEW
OVERVIEW : Audiences forget up to 90
percent of what you communicate.

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**Impossible to Ignore: Creating
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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

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recall, and guides decision-making
toward a desired action.
Creating Memorable Content To
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**Amazon.com: Impossible to Ignore:
Creating Memorable ...**

Dr. Carmen Simon explains what happens next in Impossible to Ignore: Creating Memorable Content to Influence Decisions. Soon you're

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forgotten as the crowd moves on to the
next speaker or event. Indeed, this is
why media appearances are 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

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Drawing on the latest research in neuroscience and cognitive psychology, Dr. Carmen Simon reveals how to make your content memorable and impossible to ignore. That means no more redundant meetings, no more rambling e-mails, and no more anemic presentations. Dr. Simon shows you how to execute a proven three-step plan for

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persuasion:

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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

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Make Your Marketing Content Impossible to Ignore. If you want your marketing content to fuel buying decisions, you must make it memorable. Do this by creating a focused 10% message,

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thoughtfully repeating that message in
your content, and establishing a pattern
for your audience to easily follow.

Impossible to Ignore: The Science of Highly Memorable ...

Impossible to Ignore carries the premise that the most important key to business success is to influence other people's

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memory. While most people are
concerned about their own memories,
Simon argues that what matters most is
influencing the memories of others.

Dr. Carmen Simon is "Impossible to Ignore" - Better Presenting

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

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training, making a sales pitch, or
Creating Memorable Content To
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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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**Impossible to Ignore: Creating
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Buy Impossible to Ignore: Creating
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Decisions: How to Influence Your
Audience's Memory and Spark Action
Using Brain Science by Simon, Carmen
(ISBN: 9781259584138) from Amazon's
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percent of what you communicate. A
pragmatic approach for the effective
communicator is to be deliberate about
the 10 percent audiences do retain.
Otherwise, content recall is random: the
10 percent is ...

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Decisions Unabridged by Simon,
Carmen, Ph.D., Hawkins-scott, Barbara
(ISBN: 9781536627817) from Amazon's
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Impossible to Ignore: Creating

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Impossible to Ignore is a different kind of presentation design / visual communications guide book. Like other books, it has plenty of insights on how to design effective presentations. What sets it apart are the explanations for why they work and when to use them. In a way, Impossible to Ignore reads like a

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textbook for effective presentation ...

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

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