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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 persuasion:

Big dreams are never accomplished solo. Dr. Simon's book points to the benefits of social memory: it is only when others remember us that we impact important issues and become impossible to ignore. Rex R. Parris, Mayor, Lancaster, California

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. They are: Pavlovian: Innate reflex prescribed genetically. "It doesn't take a lot of training to realize that we shouldn't touch hot surfaces," says Carmen.

Impossible to Ignore: Creating Memorable Content to Influence Decisions by Carmen Simon A cognitive scientist, she is the co-founder of Rexi Media, a presentation design and training company. She holds doctorate degrees in both instructional technology and cognitive psychology and is a recognized expert in presentation design, delivery, and audience engagement.

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

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Impossible to Ignore will become an essential part of our strategic planning process. Chris Meyer, CEO, George P Johnson Experience Marketing. It is important to dream big about resolving important issues: climate change, alternative energy, boosting the economy. And in that process, others must remember your dreams.

Impossible to Ignore describes complex concepts in a very engaging manner and offers practical examples to help translate psychological principles into application." --Leah VanZelm, Vice President of Audience Strategy at Merkle "Our agency spends every day building and delivering experiences that are impactful and memorable.

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Amazon.com: Impossible to Ignore: Creating Memorable ...

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.

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.

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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 textbook for effective presentation ...

How to Become Impossible to Ignore—Mike Cernovich

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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 recall, and guides decision-making toward a desired action.

Carmen Simon | Impossible to Ignore (Episode 533)

Find many great new & used options and get the best deals for Impossible to Ignore: Creating Memorable Content to Influence Decisions by Carmen Simon (2016, Hardcover / Hardcover) at the best online prices at eBay! Free shipping for many products!

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

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

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