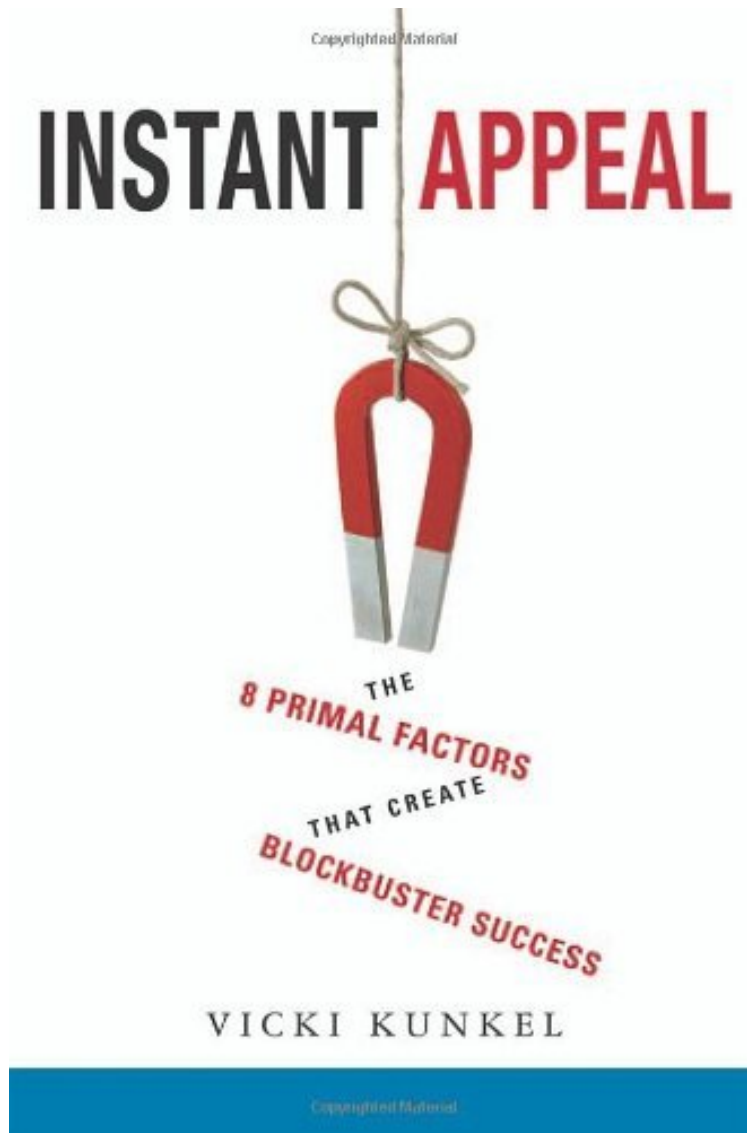


Instant Appeal: The 8 Primal Factors That Create Blockbuster Success

Vicki Kunkel

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Vicki Kunkel : Instant Appeal: The 8 Primal Factors That Create Blockbuster Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Instant Appeal: The 8 Primal Factors That Create Blockbuster Success:

3 of 3 people found the following review helpful. Definitely a winner - Read this book!!!By Steven ChambersI read a lot of books on persuasion, influence and sales. The disappointing fact is that most of them simply rehash the same information and rarely provide any new and exciting content. Instant Appeal: The 8 Primal Factors That Create

Blockbuster Success is not one of those books. Like a breath of fresh air, I rank this as one of the most informative books on positioning and persuasion I have read. Instant Appeal: The 8 Primal Factors That Create Blockbuster Success will show you the primal factors that cause people to choose one thing over another, whether it be a product, a company or a person. The book is well researched and provides ample notes along with an index. These are things the less rigorous books in this field often lack. Despite this it is an easy and fun read. I did not feel it was overly technical, but that the technical information validated the points made in the book. While theory is great, the reason I read books like this is to learn some fact or technique that I can apply that will have an immediate impact on my business or personal life today. Again, this book delivered. In every chapter of the book I found myself extensively underlining and scribbling notes in the margins on how I can apply the information. I highly recommend this book. It is so good that it is one of the rare few that has a place on my desktop bookshelf, along with Kevin Hogan's The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking Dave Lakhani's Subliminal Persuasion: Influence Marketing Secrets They Don't Want You To Know for immediate reference.

0 of 0 people found the following review helpful. Great explanations of human psychology and how they play into biz success

By K. Becker I bought 3 or 4 books on this same topic and found this one to be the most useful by far. It proposes a success factor and then clearly explains (in a very motivating way) the anthropology and human psychology behind the concept as well as direct research that supports the theory. I also love that it presents information that is comprehensive and adaptable. I have "soft information" that I can apply to myself and how I engage with others as well as things that are more tactical and can be applied directly to my business structure. It's amazing of how many little things can get in the way of the message that we think we are sending. This book will quickly and clearly empower you to be more constructive in your endeavors and eliminate some of the distortion and road blocks to success. There are some good things in some of the other books that I read on the topic but if you can only buy one I would suggest this one. It's an easy read but still chock full of well defined information.

0 of 0 people found the following review helpful. Great starting point!

By Dieter Great introduction to human appeal, I feel it's just scratching the surface though. But definitely the perfect starting point to finding out what makes us tick. I'm recommending this anyone who'll listen!

What do the runaway success of E.T., Oprah, and the Cabbage Patch Kids have in common? How come Scrabble was a flop when first introduced, but became an instant hit when re-introduced just three years later? According to extensive research, the secret to who gets heard, what gets our attention, and who and what has staying power lies in deeply ingrained biological and anthropological codes we all subconsciously share. Filled with fascinating examples and explanations of the phenomena associated with "stickiness," Instant Appeal reveals the often surprising (and proven) reasons behind why we vote for certain people, listen to the same songs over and over again, and favor one brand over another. The book illuminates the human universals that cause positive and negative chemical reactions in our brains, and shows how anyone can use them to advance their career, cause, company, or product.

From Publishers Weekly Kunkel, a communications consultant, posits that the most persuasive and powerful icons and brands owe their success to an uncanny ability to appeal to one or more cultural and biological universals, our species' emotional and behavioral responses to certain stimuli (for example, the need for security and comfort, distrust of classically beautiful people). Unfortunately, Kunkel's evidence of these universals is vague and speculative; referring to research into the effect of sound waves on cellular structure, she asserts that just as plants dislike heavy metal music and uncooked rice thrives on compliments, our body processes are altered by sound waves; and she advises her readers to speak in rhythms that resonate on a cellular level. The author's appeal to science that is either clearly marginal or only vaguely related to her conclusions, along with her tendency to label as universal a wide gamut of folk beliefs and obviously culturally determined phenomena (such as the effect of certain words that have no meaning outside of the speaker's linguistic community), make even the more reasonable arguments in the book seem suspect. In the end, the author overreaches her grasp, producing a marketing guide that is unlikely to convince practical readers. (Dec.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Idquo;hellip;densely packed compendium of fascinating observations about human behavior and hypotheses on how to market people, ideas, and things.rdqquo; --Graziadio Business Report Idquo;hellip;a winnerhellip;a 'must' for any business library strong in marketing psychology.rdqquo; -- Midwest Book Idquo;hellip; anyone from salespeople to senior management can take something away from Kunkel's research.rdqquo; -- Houston Business Journal "I was blown away after reading Vicki Kunkel's new book. Not only does she supply strategies that almost any business can immediately use in their marketing efforts, she explains why they work in a deep, satisfying way. More importantly, the information in this book is evergreen and not based on some new marketing fad. This is the kind of book that ends up dog eared with yellow highlights all over the place in a very short period of time!" - Michael Lovitch, CEO, The Hypnosis Network