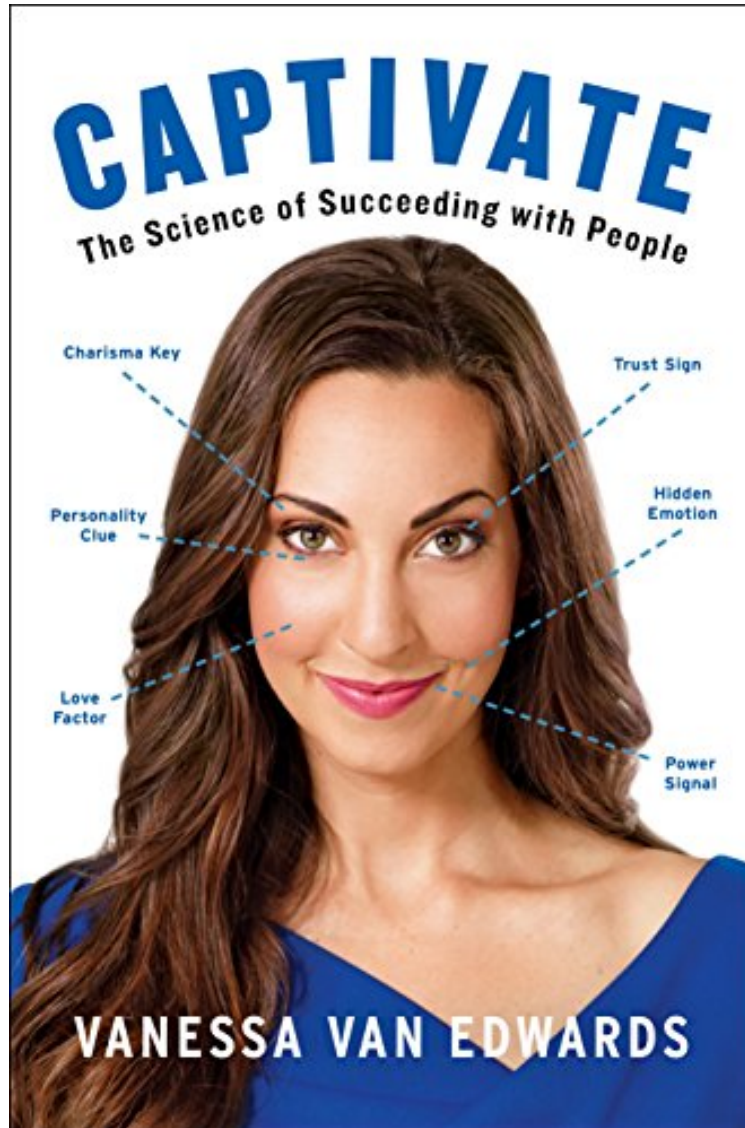


Captivate: The Science of Succeeding with People

Vanessa Van Edwards

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Vanessa Van Edwards : Captivate: The Science of Succeeding with People before purchasing it in order to gage whether or not it would be worth my time, and all praised Captivate: The Science of Succeeding with People:

277 of 307 people found the following review helpful. Mostly Fluff, Not UselessBy Mark McIntoshThis is neither a content dense book nor is it an outstanding book. I am very skeptical when nearly every review is five stars, even though they say Verified Purchase. That isn't statistically possible with this book for objective people to come to that conclusion. I am only commenting because I buy books based on the reviews and these reviews are very out of line with this merits of this book. Most chapters underdeliver. They have subtitles like "How to get along with anyone" or "How to crack someone's personality" but the actual content is very light. You aren't going to learn how to get along

with everyone from this book. This isn't a zero star book because the author does aggregate academic research done on the topics she discussed. I came across roughly a dozen new concepts or facts to think about which made the book worthwhile. The author is passionate about the subject and you will learn something with a careful read. These aren't major issues but little things like mentioning TED talks throughout, name dropping Bill Maher and Aziz Ansari, living in Portland, calling the New York Times "a world-renowned news agency that we should learn from," and calling a guy who started the Citizens of the World Charter School a hero of education are circumstantial evidence of the author being more prone than usual to fluff and psychobabble. The author also has an immature writing style using words like awesome constantly.

1 of 1 people found the following review helpful. amazing so far
By A. Jassamazing so far, I haven't had the chance to finish it yet, but I tried some of the steps last week end and it worked really good

2 of 2 people found the following review helpful. Enjoyable
By mark wasserman This book contains good practical advice especially for young people. The author shows real insight. I would definitely recommend this book.

Do you feel awkward at networking events? Do you wonder what your date really thinks of you? Do you wish you could decode people? You need to learn the science of people.

As a human behavior hacker, Vanessa Van Edwards created a research lab to study the hidden forces that drive us. And she's cracked the code.

Captivate, she shares shortcuts, systems, and secrets for taking charge of your interactions at work, at home, and in any social situation. These aren't the people skills you learned in school. This is the first comprehensive, science backed, real life manual on how to captivate anyone—and a completely new approach to building connections.

Just like knowing the formulas to use in a chemistry lab, or the right programming language to build an app, Captivate provides simple ways to solve people problems.

You'll learn, for example:

- How to work a room: Every party, networking event, and social situation has a predictable map. Discover the sweet spot for making the most connections.
- How to read faces: It's easier than you think to speed-read facial expressions and use them to predict people's emotions.
- How to talk to anyone: Every conversation can be memorable—once you learn how certain words generate the pleasure hormone dopamine in listeners. When you understand the laws of human behavior, your influence, impact, and income will increase significantly. What's more, you will improve your interpersonal intelligence, make a killer first impression, and build rapport quickly and authentically in any situation—negotiations, interviews, parties, and pitches. You'll never interact the same way again.

Everything Vanessa does is captivating, but this book is her masterpiece. Nearly every page contains surprising insights and practical tips to help you succeed more in life.

—CHRIS GUILLEBEAU, author of *The Happiness of Pursuit* and host of Side Hustle School

"If you've ever thought, 'I hope they have a dog at this dinner party so that I don't have to talk to anyone,' read this book. Hello Captivate, good-bye awkward moments.

—JON ACUFF, author of *Do Over*

"There is a big difference between faking your way into building relationships and deeply understanding the science of what makes people tick so that you can naturally and effectively connect with them. Captivate teaches this science in a fun and accessible way, so that you apply the learning in your everyday life, growing your network, influence, and impact.

—PAMELA SLIM, author of *Body of Work*

"This book is rewarding regardless of your level of skill in getting along with others.

—ART MARKMAN, PhD, coauthor of *Brain Briefs*

"Captivate is packed full of useful information for anyone interested in improving their social skills—it's a must read.

—JOE NAVARRO, former FBI agent, body language expert, and author of *What Every BODY is Saying*

"In Captivate, Vanessa Van Edwards has not only decoded the secret formula for what makes people tick, she also explains how to harness and put the latest people science into action.

—JORDAN HARBINGER, founder of *The Art of Charm*

"Full of helpful tips, actionable anecdotes, and fascinating research, Captivate is the consummate wingman (or woman)—a book you'll hear whispering in your ears, giving you social superpowers.

—JENNY BLAKE, author of *Pivot*

"Vanessa Van Edwards is pure gold, and this book is an invaluable guide to harnessing the science of what makes people tick. A must read if you want to use its power for good inside your company, cause, or career.

—CHASE JARVIS, CEO of CreativeLive

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