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Fascination is your brain's most intense state of focus. When you fascinate someone, they can't stop thinking about you and your message.

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It's almost like you've hypnotized them. When fascinated by a brand, people will go to great lengths for it. They'll buy it, evangelize about it, and pay up to 400% more for it.

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The word fascinate comes from the Latin word *fascinare*, meaning to bewitch or hold captive so others are powerless to resist. Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead's latest research on the science of fascination.

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