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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.

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.

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

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 tech-

nology and cognitive psychology and is a recognized expert in presentation design, delivery, and audience engagement.

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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, Hard-

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~~How to Become Impossible to Ignore~~ — Mike Cernovich

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

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

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. 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 ...

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

Carmen Simon - Impossible to Ignore - Creating Memorable Content to Influence Decisions- Book Review [Carmen Simon - Why Customers Forget Your Content](#) [Carmen Simon | Impossible to Ignore \(Episode 533\)](#) [Impossible To Ignore Chapter 1 Book Breakdown](#) **"Impossible To Ignore"** by [Carmen Simon](#) **Impossible to Ignore: Creating Content That Grabs Attention** *Carmen Simon - Memorable Message* **Impossible to Ignore (Audiobook) by Carmen Simon [PREVIEW]** **Impossible to Ignore Book Club Capstone Dr Carmen Simon: More Memorable Writing**

Impossible to Ignore | Presented by Kia 5 good writing tips from bad books *How to Start your Presentation: 4 Step Formula for a Killer Intro* *How to BRAINSTORM a Story Idea* [Spider-Man 2 \(2004\) - Doctor Octopus Lab Fight scene - Movie Clip](#) [The Cranberries Dreams cover, University of Phoenix commercial, full song](#) [Carly Simon As Time Goes By](#) *How to Get a Book Idea (when you have nothing)* [Top 5 Reasons We Reject Picture Books](#) [Carly Simon - Coming Around Again](#)

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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.

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

~~Memorable ...~~

Impossible to Ignore: Creating Memorable Content to Influence 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.

~~Impossible to Ignore: Creating Memorable Content to ...~~

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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.

~~How to Become Impossible to Ignore – Mike Cernovich~~

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.

~~Carmen Simon | Impossible to Ignore (Episode 533)~~

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~~The Marketing Book Podcast: "Impossible to Ignore" by ...~~

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.

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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 percent of what you communicate.

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