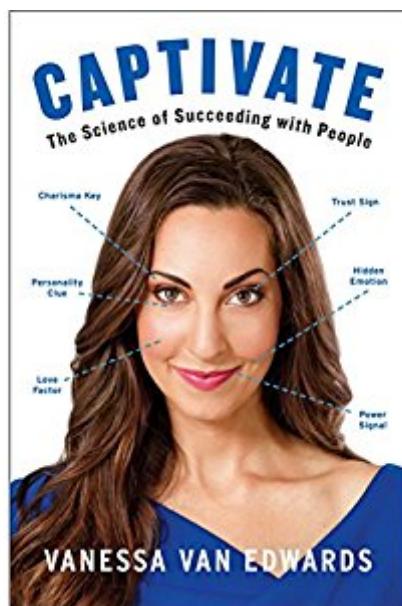


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# Captivate: The Science Of Succeeding With People



## Synopsis

Do you wish you could decode people? Do you want a formula for charisma? Do you want to know exactly what to say to your boss, your date, or your networking partner? You need to know how people work. As a human behavior investigator, Vanessa Van Edwards studies the hidden forces that drive our behavior patterns in her lab - and she's cracked the code. In *Captivate* she shares a wealth of valuable shortcuts, systems, and behavior hacks for taking charge of 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 human behavior and a completely new approach to building connections. Just like knowing the right formulas to use in chemistry or the right programming language to write code, the hacks in this book are simple ways to solve for people. For example: The Social Game Plan: every party, networking event, and social situation has a predictable map - discover how to work a room and the sweet spot for making the most connections. The Seven Microexpressions: learn how to speed-read the seven universal facial expressions and how they can be used to predict people's emotions. Conversation Sparks: all conversations can be hacked - if you know how certain words generate dopamine in the people you meet. When you understand the laws of human behavior, you can get along with anyone, and your influence, impact, and income will increase as a result. 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 will never interact in the same way again.

## Book Information

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## Customer Reviews

This 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.

Captivate makes for a quick yet informative read. Each chapter is devoted to a social hack that I didn't realize I needed until reading it. It's subtitled "the science of succeeding with people" which hits it right on the mark as each chapter reveals a story as to why the skill is important followed by the science behind why it will actually work for you. The tips in the book are applicable for all types of scenarios - social/personal/work/etc. Personally, I'm excited to share this with my team. I feel that co-workers, managers, CEOs and new hires could all benefit from their own copy -- especially from the personality science and value science that Van Edwards has packed into in this book. Not only will you learn how to work a team, you'll also learn how to work a room and even how to work a relationship. I must say I was pleasantly surprised with my first read-through, and I will definitely be giving it another go in the next month or so once I've digested all the information and look to apply specific sections to my life!

Do new social interactions stress you out? Welcome to the club. As a confirmed introvert, I feel waves of anxiety whether I'm meeting a new coworker or I have to give a presentation in a

meeting. I've read a lot of books on this subject before, but they are usually long on the studies and science, and short on the how-to and tactics. This is what makes "Captivate" so different! I could hardly put my advance copy down, and I read it cover-to-cover in two sittings. The author takes all this research and quickly goes deep into how to apply this to your everyday life. One of my favorite parts was the "Work the Room" section of chapter one. Have you ever walked into a party or networking event and immediately wanted to die? I never know where to go or who to talk to or where to stand. Complete with illustrations and step-by-step walk throughs, Vanessa shows you how to enter the room, find your people, and quickly connect. I now feel WAY more confident, and the next time I'm thrown into a room with a bunch of people I don't know, I am sure I will shine. I am just scratching the surface in this review. Through each chapter the author leaves nothing to chance and gives you exactly what to do and when to do it. If you're an introvert of any kind, "Captivate" will give you the confidence you need to jump into any new social situation with confidence.

Ever since I can remember, I've always been fascinated by people--wanting to know their story, their goals, their hopes for the world. But people can be hard to understand, and I would often find it frustrating that I could understand one aspect of someone but be completely bewildered by another. I thought "Captivate" may be too good to be true. I didn't think it was possible to understand human existence, motivations and drives in a systematic, scientific and fun way. But, this great book showed me that it is possible, and it is easy! Vanessa Van Edwards has cracked the code of human behavior with this book, and it now stands as one of the best nonfiction books I've read. With its structure and experimental lens, you will not want to put it down as every chapter, if not every paragraph, teaches you something fundamental about humans as a species. My favorite part of the book is the idea of solving someone's Matrix. The Matrix is someone's personality, their appreciation language and what they value most in life. If you can solve it for your partner, your boss, your co-worker, your kid then it will forever change how you interact with this individual and will help you to have a more effective and meaningful relationship. Great book! I highly recommend it to you!! I highly (highly!) recommend picking up a copy of "Captivate". If you're even slightly interested in understanding people and yourself more deeply, give it a read.

This book is so incredibly helpful, whether connecting with people comes easily to you or not. I

found myself getting up to grab a highlighter and pen because I HAD to take notes in the margin. It sparked ideas for how to do things better in my business and my personal life. The science and the studies are wonderful, but the way that Vanessa gives super specific, actionable takeaways makes this a standout from other books of this kind. A must buy! But have a pen handy. :)

Still reading. Though I have learned a few pointers so far that I didn't know before. Most facts are just stuff that I already knew.

amazing so far, I haven't had the chance to finish it yet, but I tried some if the steps last week end and it worked really good

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