

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.

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Instant Appeal has 9 ratings and 3 reviews. Leslie said: Fabulous book! Vickie Kunkel is a masterful writer and really knows her expertise inside and out.

Kunkel, a communications consultant, posits that the most persuasive and powerful icons and brands owe their success to an uncanny ability to. 8 Primal Factors that Create Blockbuster Success Vicki Kunkel. Instant Appeal: The 8 Primal Factors that Create Blockbuster Success. An introduction to instant appeal -- Ducklings, defects, and devotion: the conspicuous flaw factor -- Does it look like a duck?: the visual preprogramming factor. 6 Jun - 8 sec [Download] Instant Appeal: The 8 Primal Factors That Create Blockbuster Success [Read.

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