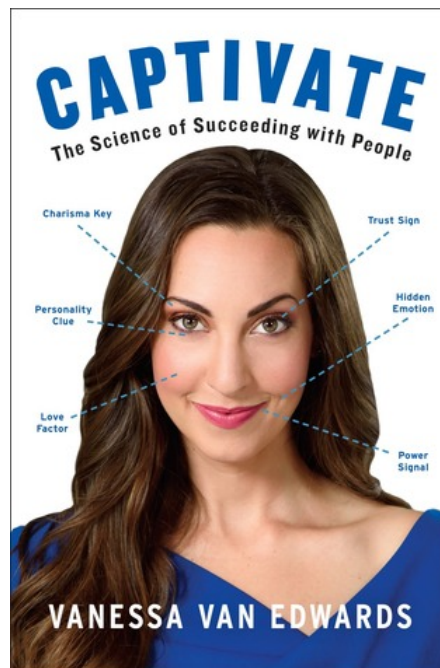




Captivate: The Science of Succeeding with People

Vanessa Van Edwards

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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. In 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.

Captivate: The Science of Succeeding with People Details

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From Reader Review Captivate: The Science of Succeeding with People for online ebook

Bjoern Rochel says

A condensed best-of of her superb Udemmy courses. A great toolbox of little hacks and other nifty things to improve social intelligence and interactions.

Handy for introverts like me ;-)

Stephen says

As a self proclaimed extrovert, I was hesitant about buying this book because I thought it was geared only toward introverts. Wow, how wrong I was. Vanessa, was able to provide hacks, challenges, and insights into ways make me into the best version of myself. From where to stand in a room to how to appropriately thank people based on their love language. Her hacks/lessons occasionally conjured up the reaction of "oh S*** I do that." It is those moments that made me really love this book because she was willing to call us all out on our poor social form (looking down at a phone or hands in the pockets). Not only did she illuminate the negative connotation with that form, but she actually provided simple hacks to remedy these issues.

Even if you are an extrovert who thinks they understand people, you should buy this book. Because like me, I am sure there are some negative social cues (that I was totally unaware of too!) that you possess that Vanessa will help hack.

John Doyle says

Who knew that if an acquaintance says, "I love chocolate," it is a major social mistake to share and explain my preference for peanut butter?! Apparently, it follows from a first principle of social behavior that I should instead shift subjects until landing on authentic common ground. For example, it would be much better to say, "If you love chocolate do you happen to enjoy chocolate peanut butter yogurt? Yes?! Me too!! I am totally with you. Chocolate peanut butter yogurt is the best!!" Captivate is full of practical tips and insights to help social misfits navigate the world. My sense is that the worth of the book is a function of the personality of the reader. Hence three stars. My favorite advice in the book says to increase my odds by avoiding the "kinds of events that make you (me) unhappy." That I can do!

Glen says

I won an ARC of this book in a goodreads drawing.

A very good book about how to win friends and influence people, using science as a guide.

Agne says

I am now extremely captivating.

In all seriousness, the book is actually pretty great - easy to understand, fun, the right length. The tips on building relationships are clear and there are enough examples of questions to ask and whatnot. My favorite part was about conversation sparkers. I think the strength of the approach is in the "first five minutes" (first impressions), I was a bit less interested in the long-term things.

I've seen the paper version as well and would recommend that, as there are lots of images and extras to test yourself. The courses they give online might be worth a shot, it seems that a lot of effort and research (lots of experiments are described) has been put into making all the tools.

"Space Mountain blew my mind. All my life I had an inkling I had been missing out, but really I had no idea. The slow, monotonous humps of Dumbo the Flying Elephant did not even come close to comparing to the exhilarating dips and whirls of Space Mountain. The "speed" we reached on the Disneyland Railroad was laughable compared to the daredevil pace of a rocket! That day, my brother and I rode Space Mountain over and over again, and I swore I would never go back to the kiddie rides. This is exactly how it works with conversations. For most of our lives, we chitchat on the kiddie ride. Our conversations aren't memorable because we aren't very stimulated or excited."

Priya says

Vanessa is good with people. I knew that by reading her blog and doing some of her online courses. She is passionate about what she does and motivated by that passion, the work she produces is of a great quality.

I believe this book is one of her best works yet.

I am a self-confessed introvert and find it difficult to talk to people and connect with them naturally. The ideas presented in this book are so easy, yet make so much sense, that it has become far easier for me to connect to people. I loved the chapter on microexpressions and reading people in minutes.

I feel that to be good with people, we need to be good observers. Instead of being in our own heads all the time, we should also pay attention to the telltale signs others are always displaying. Captivate reinforced this belief. And I have seen a marked difference in my own skills after applying the hacks given in the book.

Recommended for all people who work, students and really everyone on the planet. This should be required reading in schools.

I got an early review copy of the book provided by Vanessa's team.

Jesse says

I have purchased three of Vanessa Van Edwards' online classes and this book is a great addition to that collection. There are parts that are duplicative but that was good for me as this format helped distill the knowledge even more. If you are struggling to find meaningful connections with people, either personal or

professional, this book will leapfrog you ahead of your peers. Using people's words, using surprise and having a story toolbox handy has transformed my social skills.

I received a free advanced copy of this book in which I have already read it twice. I'm looking forward to reading it a third time in hardback.

Dan Connors says

As a confirmed life-long introvert, I was not initially sure about this book. Then I realized that once in a while I do actually need to interact with other human beings and get their attention, so I gave this book a try.

Even though I had doubts, I was pleasantly surprised by this book. The author, who has built up a presence for herself on You Tube, Ted Talks, Udemy, and social media, has done some homework about how to reach, inspire and build relationships with people.

The book is well-organized, with a quiz at the beginning, chapters that illuminate 14 social "hacks" that she has discovered to help get people to like you, and handy summaries and questions at the end of each chapter.

I've heard much of the information elsewhere, but it was nice to see it all in one place. To be more interesting, tell good stories, make eye contact, and look for commonalities and sparks that can ignite conversations beyond the usual "what do you do?" trivialities.

In this age of online culture, the art of dealing with people face-to-face is becoming lost. I appreciated her chapters on recognizing emotions as facial microexpressions, decoding personalities, finding out how to appreciate people more efficiently, and using body language. It was frankly more information than I had wanted, and a little overwhelming. But if you want to be a great networker, it's all in there for you.

Vanessa Van Edwards has more materials online and is efficient at getting you to go online to get the extra materials. Just be prepared to get emails from her for a while. Some of them are helpful. This book covers a specific skill and does it very thoroughly. I still prefer to be an introvert, but this definitely helps folks like me if we're stuck in thorny social situations.

Lorilin says

As an introvert who was basically raised by wolves, I found so much good stuff in this book. There's a ton of guidance on relating to and reading people, and I learned a lot. Glowing review TK.

Paige Hendrix says

As an educator and entrepreneur, I'm a geek for a book that teaches me something new I can bring to my students or my business. In particular, I loved Chapter 10 "Connect: How to Speak So People Listen" because it dives into the power of storytelling. As she weaves together examples like the alternative comedy show "The Last Show I Do Before I Go on Medication", the genesis of Beanie Babies and perfecting an authentic rallying cry during fundraising calls for Emory, Vanessa wraps powerful research in relatable and engaging stories. With her own powerful storytelling that reminds me of Malcolm Gladwell, she delivers a

book rich with tools that the reader can quickly apply to their personal or professional life.

Megsimps says

I loved this book, from the stories Vanessa shares about her own trial and error to the useful, science-based methods she advises for different social interactions. This book taught me new things, made me laugh out loud and is extremely useful. I particularly like how everything feels actionable. I'd finish a chapter and be able to implement its lesson right away. I especially liked Chapter 12, Reveal. The lessons found in that chapter are helping to make me a better storyteller, which is something I need professionally!

Chris Rutledge says

I was fortunate enough to receive a review copy of Captivate - it is fantastic! For all of you "recovering awkward people" out there, this book is a gold mine of useful tips, clearly presented, to enable you to "hack" any awkward social situation. Like her amazing YouTube videos, television appearances, and blogs, Van Edwards is engaging, warm, and the best friend we all wish we had!

Andrea says

I've purchased Vanessa Van Edwards' body language and Creative Live Power of Happiness courses, so I was very pleased to see so much brand new content covered in Captivate.

The mix of both personal and professional examples provided made this book useful for considering how to improve all my different types of relationships. The examples and conversation starters feel authentic throughout the book.

This is the sort of business networking handbook I would read and recommend my colleagues review before our biggest conferences each year because so much time and money is sunk into those events. This provides great ideas on how I can get the most out of trade shows and events.

Laura says

I truly believe that I could happily live life as a hermit. Not because I hate people. I love people. Sometimes though, I don't know what to say to them. This book has helped me a great deal. As a long-suffering introvert, I've learned from this book how people work. Her website is just as fun and entertaining as the book. I now know how to interact with people and not feel like an idiot. For that alone, this book gets 5 stars from me.

Emiel De jonge says

I was lucky to be chosen for the early preview. Vanessa van Edwards writes in the same manner and with the same enthusiasm as she does giving presentations. When i was reading her book it felt the same as when she was presenting herself during one of her courses. The book contains the same geeky humor and she puts herself in the spotlight. The book is an easy read through because of this. Chapter 6 and 7 where my absolute favorites because they contain a lot of practical advice on personality and body language. Chapter 9 connects many of the previous chapters and makes it complete. I have learned how to make an educated guess on personality within the first minute when i am talking to people i also have learned some very important things about myself and how to handle and accept certain aspects in my relationships. This book has helped me a lot and made me even more enthusiastic about Vanessa and her school for communication.
