



Instant Appeal: The 8 Primal Factors That Create Blockbuster Success

Vicki Kunkel

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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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