



# How the World Sees You: Discover Your Highest Value Through the Science of Fascination

*Sally Hogshead*

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**How the World Sees You: Discover Your Highest Value Through the Science of Fascination** Sally Hogshead

Sally Hogshead believes the greatest value you can add is to become more of yourself.

Hogshead rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of career, including almost every major international advertising award.

She frequently appears in national media including NBC's Today Show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence. Her advertising work hangs in the Smithsonian Museum of American History.

The science of fascination is based on Hogshead's decade of research with 250,000 participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

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