

**Captivology: The Science Of Capturing People's
Attention By Ben Parr**

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Ben Parr is an award-winning journalist, entrepreneur, investor and expert on attention. He is the cofounder and managing partner of DominateFund, a venture capital

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Ben Parr (born February 12, 1985) is an American journalist, author, venture capitalist and entrepreneur. He is the author of Captivology: The Science of Capturing

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Ben Parr is the author of Captivology, The Science of Capturing People s Attention, Ben's Entrepreneurial Musings and Miscellany.

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