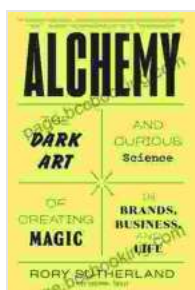


The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life

Are you ready to learn the secrets of creating magic in your brand, business, and life? Doug Stevens, a master magician and marketing expert, reveals the hidden principles that make magic work—and how you can use them to achieve extraordinary results.



Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland

★★★★☆ 4.6 out of 5

Language	: English
File size	: 8814 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 387 pages



In this captivating and practical guide, Stevens takes you on a journey into the world of magic. You'll learn the seven elements of magic, the three laws of perception, and the four principles of influence. You'll also discover how to use storytelling, mystery, and emotion to create experiences that are truly unforgettable.

Whether you're a business owner, entrepreneur, or simply someone who wants to add a touch of magic to their life, this book is for you. Stevens

provides step-by-step instructions for creating your own magical moments, and he shares inspiring stories of brands and businesses that have used magic to achieve remarkable success.

With its blend of fascinating insights and practical advice, *The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life* is a must-read for anyone who wants to create a truly magical future.

What You'll Learn

- The seven elements of magic
- The three laws of perception
- The four principles of influence
- How to use storytelling, mystery, and emotion to create experiences that are truly unforgettable
- How to create your own magical moments
- Inspiring stories of brands and businesses that have used magic to achieve remarkable success

Endorsements

"Doug Stevens is a master of magic and marketing. In this book, he reveals the secrets of creating magic in brands, businesses, and life. If you're looking to add a touch of magic to your world, this is the book for you."—

Guy Kawasaki, author of *The Art of the Start*

"Doug Stevens has written a fascinating and practical guide to creating magic in brands, businesses, and life. This book is a must-read for anyone

who wants to achieve extraordinary results." — **Seth Godin, author of *Purple Cow***

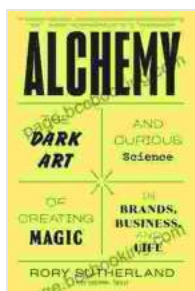
"Doug Stevens is a true magician. In this book, he shares his secrets for creating magic in brands, businesses, and life. This book is a game-changer." — **Tony Hsieh, CEO of Zappos**

About the Author

Doug Stevens is a master magician and marketing expert. He has consulted with some of the world's leading brands, including Google, Apple, and Nike. He is also the author of the bestselling book *The 7 Secrets of Illusion*.

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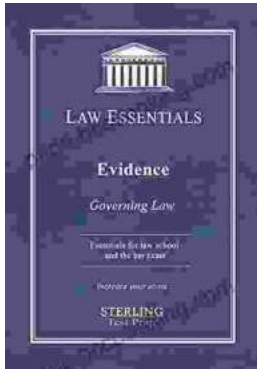


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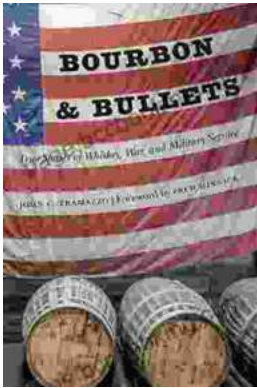
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