



YOUR ATTENTION, PLEASE.

How to Appeal to Today's Distracted, Disinterested, Disengaged, Disenchanted, and Busy Consumer

By **Paul B. Brown** and **Alison Davis**

>>> WHAT'S THE STORY?

Americans have stopped paying attention. The constant deluge of communication is causing sensory overload. Consequently, millions of people who need to communicate effectively to achieve objectives are struggling with something they're writing—including sales proposals, press releases, marketing copy, or department reports. Their job is becoming harder and harder.

YOUR ATTENTION, PLEASE.: How to Appeal to Today's Distracted, Disinterested, Disengaged, Disenchanted, and Busy Consumer (Adams Media; Trade Paper Original; October, 2006), by **Paul B. Brown** and **Alison Davis**, is the new strategy guide for advertising, marketing, and public relations professionals, as well as business managers or senior leaders trying to reach the reluctant reader with a carefully crafted and target-focused message. This book will help communicators reinvent what they do by telling beleaguered communicators who the new audience is, how to reach them, and how to write differently without losing mindshare and marketplace by:

- Breaking points into digestible chunks
- Signaling what is ahead in the text
- Giving the audience a myriad of tools including charts, checklists, and captions
- Showing good examples of good communication (explaining why it works) and bad communication (offering advice on how to make it much better)
- Quickly and obviously meeting the needs of the audience

>>> WHAT DOES IT MEAN FOR YOUR AUDIENCE?

The information age is about 25 years old. Today, we can barely remember a time before personal computers, digital assistants, e-mail, cell phones, and other devices that bring us a constant and unending flood of data. Consequently, people are not paying attention to communication. They barely glance at what they receive and often are hostile to written communication.

>>> WHO ARE THE AUTHORS?

Paul B. Brown writes the "What's Offline" and "Off-The-Shelf" columns for the *New York Times*. A former writer and editor for *BusinessWeek*, *Financial World*, *Forbes*, and *Inc.*, Brown is the author or coauthor of numerous bestsellers, including *Customers for Life*. He lives in Boston, Massachusetts.

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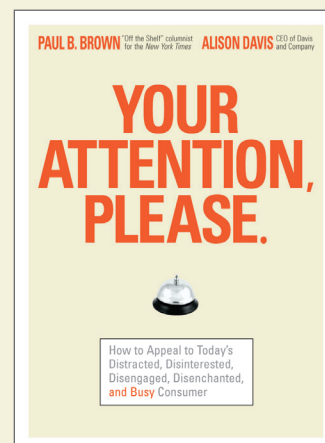
Paul Brown and **Alison Davis** are available for interviews. To schedule, contact Gene Molter at 508/427-6760 or gene.molter@adamsmedia.com.

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by Paul B. Brown and Alison Davis
October, 2006; Adams Media
\$14.95 Trade Paper Original
ISBN: 1-59337-687-1

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