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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 is an award-winning Parr is the author of Captivology: The Science of Capturing People's and how to capture and retain somebody's attention.

Ben parr - official site

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

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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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Beth's Blog recently featured a post on Ben Parr's book, *Captivology*. The book delves into the realm of our mind and why it pays attention to certain events

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