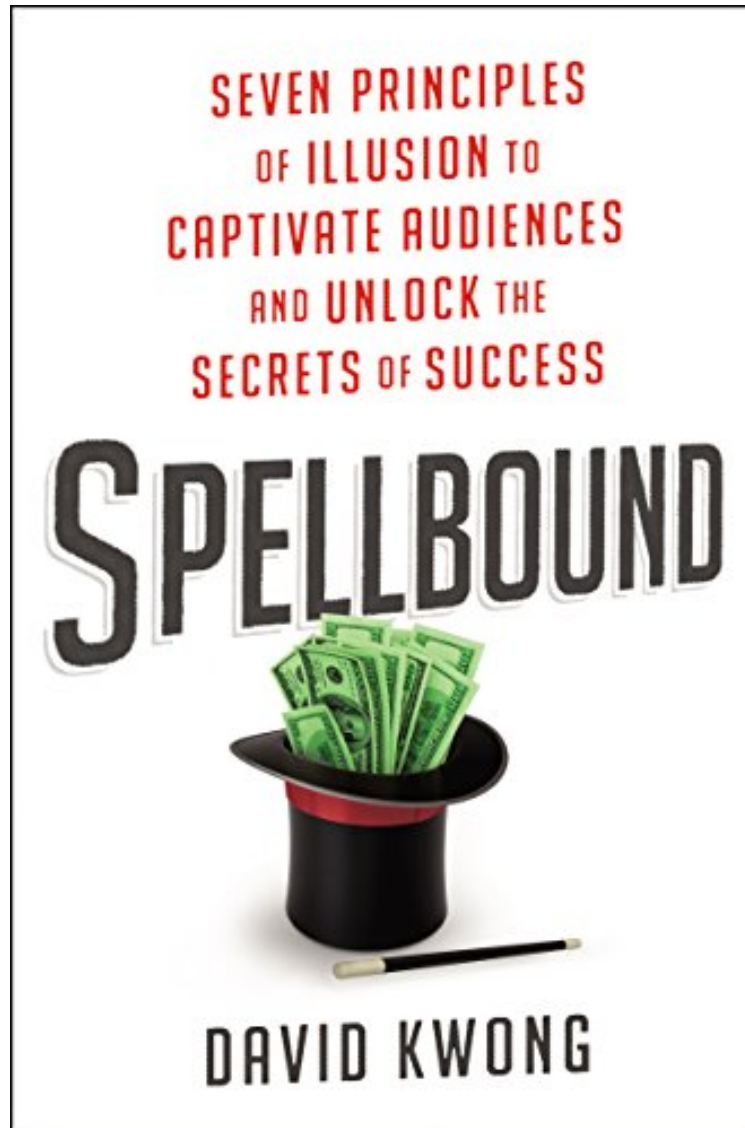


Spellbound: Seven Principles of Illusion to Captivate Audiences and Unlock the Secrets of Success

David Kwong

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David Kwong : Spellbound: Seven Principles of Illusion to Captivate Audiences and Unlock the Secrets of Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Spellbound: Seven Principles of Illusion to Captivate Audiences and Unlock the Secrets of Success:

1 of 1 people found the following review helpful. Five Stars By Jo Cutmore-Scott Pure Magic! 0 of 0 people found the following review helpful. Don't be taken in by the title. By Customer Nothing that really stands out in this book. I expected much more. 0 of 0 people found the following review helpful. Genius. By Melissa Levin Fascinating!

A professional magician and illusionist—the head magic consultant for the hit film *Now You See Me*—reveals how to bridge the gap between perception and reality to increase your powers of persuasion and influence. David Kwong has astounded corporate CEOs, TED talk audiences, and thousands of other hyper-rational people, making them see, believe, and even remember what he wants them to. Illusion is an ancient art that centers on control: commanding a room, building anticipation, and appearing to work wonders. Illusion works because the human brain is wired to fill the gap between seeing and believing. Successful leaders—like Steve Jobs, Warren Buffett, and Ted Turner—are masters of control and command who understand how to sway opinions and achieve goals. In his years of research and practice, David has discovered seven fundamental principles of illusion. With these rules anyone can learn to: **Mind the Gap**: recognize and employ the perceptual space between your audience's ability to see and their impulse to believe. **Load Up**: prepare to amaze your audience. **Write the Script**: discover the importance of shaping the narrative that surrounds your illusion. **Control the Frame**: explore the real-life value of a magician's best friend: misdirection. **Design Free Choice**: command your audience by giving them agency. **Employ the Familiar**: take secret advantage of habits, patterns, and audience expectations. **Conjure an Out**: develop backup plans that will keep you one, two, three, or more steps ahead of the competition. **With Spellbound** you'll discover a different way to sell your idea, product, or skills, and make your best shot better than everyone else's.

This enjoyable work from a confident master of his trade is a "virtual wand" for those who want a bit of magic in their lives. (Publishers Weekly) David Kwong's magic leaves me in awe, and his book did too! (Will Shortz, New York Times crossword editor) Fifteen years ago David Kwong and I started a magic club together, and one of us was good enough to quit his day job. I've learned a lot from him about how to surprise and delight audiences, and now his knowledge and storytelling skills are on full display. This book shows how the art and science of illusion can make us more engaging and more persuasive. (Adam Grant, New York Times bestselling author of *Originals* and *Give and Take*) David Kwong uses his mastery of illusion as the spine of a story about us and our limits. But more important, he shows that illusion is far more than a set of tricks; it is a very well thought-out set of principles that are broadly applicable in business and life. Here you can learn the principles and enjoy the show! (Ed Catmull, president, Pixar and Disney Animation, and bestselling author of *Creativity, Inc.*) David Kwong has conjured a unique and seamless blend of cognitive psychology, business acumen, and the secrets of being a renowned magician. (Martin Seligman, author of *Learned Optimism* and *Flourish*)

From the Back Cover David Kwong has astounded corporate CEOs, TED Talk audiences, and thousands of other hyper-rational people—making them see, believe, and even remember whatever he wants them to. Illusion is an ancient art that centers on control: it is the ability to command a room, build anticipation, and appear to work wonders. Illusion works because the human brain is wired to fill the gap between seeing and believing. Successful leaders—like Steve Jobs, Warren Buffett, and Ted Turner—are masters of control and command; they understand how to sway opinion and achieve their goals. In his years of research and practice, David has discovered seven fundamental principles of illusion. With these rules anyone can learn to: **Mind the Gap**: recognize and employ the perceptual space between your audience's ability to see and their impulse to believe. **Load Up**: prepare to amaze your audience. **Write the Script**: discover the importance of shaping the narrative that surrounds your illusion. **Control the Frame**: explore the real-life value of a magician's best friend: misdirection. **Design Free Choice**: command your audience by giving them agency. **Employ the Familiar**: take secret advantage of habits, patterns, and audience expectations. **Conjure an Out**: develop backup plans that will keep you one, two, three, or more steps ahead of the competition. **Inside Spellbound** you'll discover a different way to sell your ideas, products, or skills, and make your best shot better than everyone else's.

About the Author DAVID KWONG is a magician and New York Times crossword puzzle constructor. He holds a degree in history from Harvard, where he studied the history of magicians. Kwong was the head magic consultant on the worldwide hit *Now You See Me*; and is the secret code advisor on NBC's *Blindspot*. Other films he has consulted on include *Mission: Impossible - Rogue Nation*, *The Imitation Game*, and *The Magnificent Seven*. A TED Talk favorite, Kwong regularly lectures and performs for companies worldwide. He lives in Los Angeles.