I spent many of my early years in marketing in the Middle East for Procter & Gamble and Gillette. It was buying and selling at its most elemental. Each street had its own specialties, its own fragrances, its own community. Sure there was some shouting and jostling, but most exchanges were founded on the intimacy of personal relationships and the attractions of the five senses. Richly fragrant displays, the small service of hot tea, the latest news and the constant hubbub of the bazaar. Irresistible!

Leaving this richly textured world was a wrench. For years I struggled with the blandness of the developed world's idea of shopping. A ban on the senses, vast ranks of shelves, products precisely stacked. People aren't made of straight lines. Why, I wondered, were supermarkets?

Then came the digital revolution, and the logjam broke, swamping retailers and manufacturers with demands and choices, needs and niches. The impact of competition can certainly focus the mind when the margins are small and the stakes high. The traditional industries of media, marketing and advertising were caught up in a race of diminishing returns and are still struggling to either lift themselves out into another stream or swim against the current.

Back to the bazaar

Today there are more than 1 billion people online creating the biggest bazaar the world has ever seen. Add to them a couple billion real-world shoppers, and a new era for communication is taking shape. And what does it remind me of more than anything else? The souk in Casablanca. In this new version, two things matter: what happens on-screen and what happens in-store. In both we can see the shaping of what I refer to in my book "The Lovemarks Effect" as the Attraction Economy.
Millions of words have been written about how to create long-term differentiation and build sustainable value. Some of these ideas have been outlined in these pages: the Information Economy, the Attention Economy, the Knowledge Economy, the Experience Economy, the Empathy Economy.

This year will see the emergence of the Attraction Economy. Driven by the fundamental shift in control from manufacturers and retailers to consumers, the future belongs to those who make emotional connections with them.

While the idea of attraction is simple, marketers have devalued it by leaving it to the traditions of showmanship, theme parks and joy rides. They have ignored the nuances of personal attractions, a place where emotion creates intimacy.

Economies need currencies to make ideas and products flow. Human attention was the principal coinage of the Attention Economy; human emotion is what funds the Attraction Economy. Emotion is tough to nail down because its complexities are beyond measure. Just take that at face value. Our facial muscles can move in 10,000 possible combinations to reveal what we are feeling. The Attraction Economy is not "one hit and you're it." Attraction demands emotion, but emotion with purpose (see chart).

A new mission
Everyone is obsessed by organization and process, partnerships and protocols. What we really need are creative thinkers, problem solvers and innovators. To me, the real action is around the great attractors -- all the stuff that matters to consumers: music and design, games and stores, theme parks and events, hotels and entertainment.

The emerging Attraction Economy opens up a new world for consumers, marketers, advertisers, telcos, publishers, retailers, game designers -- all of us. The emotion at the core of what we do can draw us together and release us from the traditional silos that have kept us apart.

What counts is being responsive to what people value and desire. No one wants to be part of an industry that force-feeds people stuff they don't need. Let's all help to offer exciting and attractive choices that make a difference in people's lives.
Because the Law of Attraction works with thoughts and thoughts affect our physical reality, you may be attracting poor health into your life right now without even realizing it. Learning about the Law of Attraction helps you see that your thoughts are having a direct effect on your entire world including the vessel you’re traveling in. A good attitude goes a long way to improving your health, and the Law of Attraction can help you take that even further. 4. Spiritual Awakening. Deciding what you want is the first and most critical step in the Law of Attraction. You need a really clear vision of your desire. Whether you wish to attract something minor, or you’re looking for a huge overhaul of your life, be clear about what you truly want. Herald the age of attraction Steeped in the time of deception White lies were never corrected Young lives were never collected Believe me when I say that we are young Were just killing time with no gun Always taken for granted Somehow we managed to get by Heaven help us correct this Heaven help us forget To believe them when they say that we are young Were just killing time with no gun Now we’ve become the victim Some sick sort of sadistic Passion without the remorse Ration all that you can To believe them when they say that we are young Were just killing time with no gun. More on Ge Jan 27, 2021 - “Simply put, the Law of Attraction is the ability to attract into our lives whatever we are focusing on. It is believed that regardless of age, nationality or religious belief, we are all susceptible to the laws which govern the Universe, including the Law of Attraction.” "Simply put, the Law of Attraction is the ability to attract into our lives whatever we are focusing on. It is believed that regardless of age, nationality or religious belief, we are all susceptible to the laws which govern the Universe, including the Law of Attraction. It is the Law of Attraction which uses the power of the mind to translate whatever is in our thoughts and materialize them into reality.” http://www.thelawofattraction.com. Just for a moment Italian attractions proved to be firm favorites with travelers this year, with the Vatican Museums ranking second and Venice’s iconic Canal Grande taking the tenth spot. The United States’ Statue of Liberty rounded out the top three, after the Colosseum and Vatican Museums. TripAdvisor ranked the year’s top attractions using data from all experience bookings made on the site in 2018. “Traveler interest in the world’s most iconic sights shows no sign of slowing down,” says Molly Burke, a TripAdvisor spokesperson. “Experience bookings continued to grow this year, and we’ve seeing travelers exploring Since then, I’ve lived in Bali, Indonesia, and now the Philippines. I have a wonderful partner, and live in a brand new condo overlooking a swimming pool, a coconut palm grove, and beyond that, the ocean. I eat loads of locally produced fruits and vegetables, and I get my (free) drinking water from a cool mountain spring. I took up scuba diving 2 years ago, and I’ve had over 50 dives since. Can I share my Real life story about The Encounter with The Law of Attraction? It recently happened and I am very excited to share it with you! At age 13 I took a book out of the library, old houses. Lots of pictures and there was one of a 15C manor house, big cellars, I was fascinated by the house, I wanted it so bad it hurt I took out that book time after time until the library withdrew it from circulation.
"Simply put, the Law of Attraction is the ability to attract into our lives whatever we are focusing on. It is believed that regardless of age, nationality or religious belief, we are all susceptible to the laws which govern the Universe, including the Law of Attraction. It is the Law of Attraction which uses the power of the mind to translate whatever is in our thoughts and materialize them into reality." http://www.thelawofattraction.com. Just for a moment Here’s another answer to the age old question. How can I live life with the Law of Attraction? The real question is, Is it possible to live life without using the Law of Attraction? The absolute and only answer is that since we all, live life, within the arena of Law of Attraction, whether we want too or not, we all are always there. I also have had some of my manifesting success stories published in the following books: Living the Law of Attraction By Rich German and Robin Hoch Living the Law of Attraction: Real Stories of People Manifesting Health, Wealth, and Happiness: Rich German, Robin Hoch, Bob Doyle: 9781616083434: Amazon.com: Books. Emerald City by Agnes Vivarelli Emerald City: Agnes Vivarelli: 9781503505872: Amazon.com: Books. A tourist attraction is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement. Places of natural beauty such as beaches, tropical island resorts, national parks, mountains, deserts and forests, are examples of traditional tourist attractions which people may visit. Cultural tourist attractions can include historical places, monuments, ancient temples, zoos, aquaria.