

include insomnia, hyperactivity, and loss of appetite. Ah, ain't love grand? Eli Finkel, a Northwestern University psychologist, describes how falling in love can make "otherwise normal people do very wild things. They'll stalk, hack into e-mail, cavedrop and do other things they'd never do in a rational frame of mind." Helen Fisher, an evolutionary anthropologist, explains that the elevated dopamine levels experienced during the rush of falling in love can drive us to take risks that might otherwise seem unthinkable. So love really does conquer all, and not always in a good way.

Why would our brains throw us into a temporary insanity? What's the evolutionary purpose? Fisher says that our brains are literally "built to fall in love" because it's in our evolutionary best interest *not* to think clearly during the two-year time period it takes to meet, court, and produce a child, or else we might come to our senses and avoid the inconvenience of child rearing altogether.

By leveraging these same principles, you can captivate your customers, so they fall head over heels in love with your brand.

First Comes Love, Then Comes Marriage, Then Comes Branding in a Baby Carriage

Most elements of fascination work at the subconscious level. Unlike the act of paying attention, which is rational, being fascinated has more in common with the less logical behaviors of passion. We don't even realize it's happening any more than we realize that we're flirting for reasons that have less to do with hearts and flowers and more to do with our biological urge to procreate. Whether you realize it or not, you experience fascination's irrational grip. You might do a shot of Jägermeister without actually liking the taste, because it takes like forbidden fruit. Or a shot of whiskey.

Why Prohibition Was Prohibited

Smart organizations recognize a business opportunity when they see it. So when Prohibition began in the United States on January 17, 1920, the Mafia expanded beyond gambling and thievery, and into the far more profitable pursuit of bootlegging. Overnight, the manufacture, sale, and distribution of alcoholic beverages became illegal in the United States. As the black market for hard liquor flourished, the mob became wealthier than ever, growing so pervasive and powerful from alcohol profits that the Chicago mob boss Al Capone earned more than \$100 million a year. The Mafia held a national convention in 1928 to formalize its reign, even discussing a nationwide crime syndicate.

The "Noble Experiment," as Prohibition was called, didn't dampen drinking. Drinking moved underground into speakeasy clubs, and beating Prohibition became a hobby enjoyed by millions of Americans. John D. Rockefeller, a onetime proponent, later admitted its failure, writing that "drinking has generally increased; the speakeasy has replaced the saloon; a vast army of lawbreakers has appeared; many of our best citizens have openly ignored Prohibition; respect for the law has been greatly lessened; and crime has increased to a level never seen before." Thanks to Prohibition, alcohol became fermented forbidden fruit. Americans were thirstier than ever, until 1933 when Prohibition was repealed. When something is forbidden, it becomes fascinating. Even if that something is illegal.

Fascination shapes behavior in many ways. The ancient cultures knew that. Now it's time for you to harness and control it.