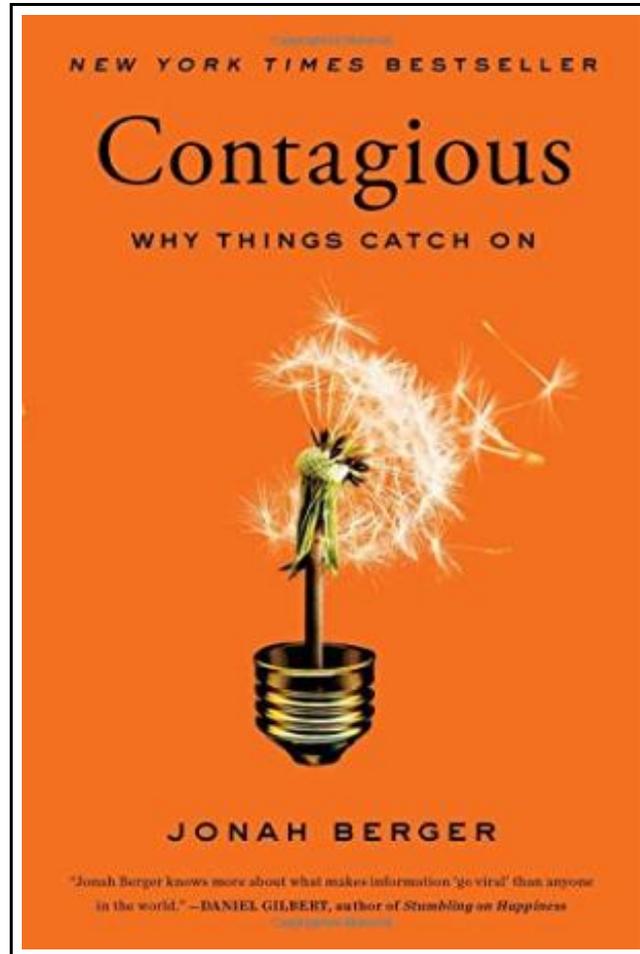


Contagious: Why Things Catch on



Filesize: 4.51 MB

Reviews

*This publication is wonderful. I have got study and so i am confident that i am going to likely to read once again once more down the road. Its been designed in an exceedingly straightforward way which is only soon after i finished reading this ebook by which actually altered me, change the way i think.
(Woodrow Labadie)*

CONTAGIOUS: WHY THINGS CATCH ON



SIMON SCHUSTER, United States, 2016. Paperback. Book Condition: New. Reprint. 211 x 137 mm. Language: English . Brand New Book. The New York Times bestseller that explains why certain products and ideas become popular. Jonah Berger knows more about what makes information go viral than anyone in the world (Daniel Gilbert, author of the bestseller *Stumbling on Happiness*). What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? Wharton marketing professor Jonah Berger has spent the last decade answering these questions. He's studied why New York Times articles make the paper's own Most E-mailed list, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In *Contagious*, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most seemingly boring products there is: a blender. *Contagious* provides a set of specific, actionable techniques for helping information spread for designing messages, advertisements, and content that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious*...



[Read Contagious: Why Things Catch on Online](#)



[Download PDF Contagious: Why Things Catch on](#)

Related Kindle Books



Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters!

ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford s post The Day I Stopped Saying Hurry Up was a true phenomenon on...

[Download Book »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download Book »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download Book »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Download Book »](#)



And You Know You Should Be Glad

HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.A highly personal and moving true story of friend-ship and...

[Download Book »](#)