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Contagious How To Build Word

Indeed. word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions.It is between 8.5 and 30 times more effective than traditional media.But want to know the best thing about word-of-mouth Its available to everyone.Whether youre a Fortune 500 company trying to ...

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Contagious is a book about why certain things catch on and some don't. What makes stories worth sharing, catchy phrases appear everywhere, movements to start and fashions to take over.

Contagious: How to Build Word of Mouth in the Digital Age (Book Review)

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Contagious: How to Build Word of Mouth in the Digital Age Jonah Berger Limited preview - 2013. About the author (2014) Jonah Berger is an associate professor of marketing at the Wharton School at the University of Pennsylvania. Berger has been recognized with a number of awards for both scholarship and teaching. He is the author of Contagious ...

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Contagious definition is - transmissible by direct or indirect contact with an infected person. How to use contagious in a sentence. What is the Difference Between contagious and infectious?

Contagious | Definition of Contagious by Merriam-Webster

Excellent and Informative Book with many examples to explain the concept of “Contagious” and how many things become viral and are spreaded. Of the six wonderful principles (STEPS) explained i believe that word of mouth is most effective. Everyday interactions we have with other people in life are definitely contagious in some way or the other.

Contagious: Why Things Catch On by Jonah Berger

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Contagious: How to Build Word of Mouth in the Digital Age Paperback – 13 February 2014 by Jonah Berger (Author)

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office, or a health official trying to get the word out, Contagious will show you how to make your product or idea catch on . 3 . Introduction: Why things catch on Social epidemics: Instances where products, ideas, and behaviors diffuse through a population. They start with a small set of individuals or organizations and spread, often from person

A summary of the book Contagious - Kim Hartman

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Word of mouth is a powerful force. With the advent of online social media, broadcasting an opinion has never been easier. Vast numbers of friends, and friends of friends, can be reached with little effort. This fact leads to the conclusion that most word of mouth has its origin through this medium.

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