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This book provides a set of specific, actionable techniques for helping information spread for designing messages, advertisements, and information 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 will show you how to make your product or idea catch on.

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Contagious Why Things Catch On Amazon de Jonah Berger

Jonah Berger is an associate professor of marketing at the Wharton School at the University of Pennsylvania. His research has been published in top-tier academic journals, and popular accounts of his work have appeared in The New York Times, The Wall Street Journal, Science, Harvard Business Review, and more.

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Contagious Why Things Catch On Jonah Berger

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In The Press Jonah Berger is as creative and thoughtful as he is spunky and playful. Looking at his research, much like studying a masterpiece in a museum, provides the observer with new insights about life and also makes one aware of the creator's ingenuity and creativity.

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Jonah Berger NYT WSJ Bestselling Author of Contagious

Berger has spent over 15 years studying how social influence works and how it drives products and ideas to catch on. He's published dozens of articles in top-tier academic journals, consulted for a variety of Fortune 500 companies, and popular outlets like the New York Times and Harvard Business Review often cover his work.

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Jonah Berger's book Contagious Goodreads

Jonah Berger ventures into answering those questions in his book Contagious: Why Things Catch On. After identifying six elements that help ideas stick, Berger walks through examples of each element, g We've all looked at our computer screens and wondered, sometimes with disgust, how the latest viral video got so popular.

<http://ebookslibrary.club/Jonah-Berger's-book-Contagious-Goodreads.pdf>

Contagious Why Do Things Go Viral Jonah Berger Animated Book Review

In "Contagious: Why Things Catch On" by Jonah Berger, you will understand why images and new content goes viral quickly on the internet and social media.

<http://ebookslibrary.club/Contagious--Why-Do-Things-Go-Viral--Jonah-Berger-Animated-Book-Review.pdf>

Contagious Why Things Catch On Jonah Berger

I saw Berger speak at an Art of Marketing conference and bought into his thinking immediately. His book has only reinforced it. 'Contagious' is about how and why ideas, services and products spread.

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Mapping Out the Path to Viral Fame The New York Times

Jonah Berger's new book explains what makes some ideas and products go viral, while others never gain traction.

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Jonah Berger Author of Contagious

Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and bestselling author of Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behavior.

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