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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 has 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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In this episode, I talk with Jonah Berger about his books Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behavior. We also talk about social currency

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Contagious Why Things Catch On by Jonah Berger

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. Dr. Berger has spent over 15 years studying how social influence works and how it drives products and ideas to catch on.

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Jonah Berger Wikipedia

Zoey Chen and Jonah Berger (2013), When, Why, and How Controversy Causes Conversation, Journal of Consumer Research, October. Berger, Jonah, Eric Bradlow, Alex Braunstein, and Yao Zhang (2012), From Karen to Katie: Using Baby names to Study Cultural Evolution Psychological Science, 23 (10), 1067-1073.

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Contagious Why Things Catch On Jonah Berger

Contagious: Why Things Catch On [Jonah Berger] on Amazon.com. *FREE* shipping on qualifying offers. 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

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Jonah Berger Marketing Department

Jonah Berger is an expert on word of mouth, social influence, consumer behavior, and how products, ideas, and behaviors catch on. He has published dozens of articles in top-tier academic journals, and popular accounts of

his work often appear in places like

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Contagious ebook by Berger Jonah 9781451686593

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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Contagious Why Things Catch On Jonah Berger

In Contagious, Berger takes commonly known facts, wraps them in related and interesting stories and then turns it all into useable insights that are so easy to understand we wonder why we never figured this out ourselves except of course that Berger has done the heavy lifting of all the supporting research and then translated it for us. I read the book in one sitting and happily recommended it to others. A great read and practical too.

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Breakdown of Contagious Why Things Catch On By Jonah

This is a breakdown of the book Contagious : Things Catch On by Jonah Berger. I highly recommend reading it so you can get the in-depth stories and studies he tells to back up his points.

<http://ebookslibrary.club/Breakdown-of--Contagious-Why-Things-Catch-On--By-Jonah--.pdf>

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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