Contagious Why Things Catch On

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Contagious Why Things Catch On
Buy Contagious: Why Things Catch on by Berger, Jonah (ISBN: 9781451686579) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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.

Contagious: Why Things Catch On by Jonah Berger
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Contagious: Why Things Catch On [Speed Summary] Ever since Gladwell's Tipping Point, the business press has been adding flesh to the bare bones theory that what make's a product or idea 'go viral' is 1) The Law of the Few (seed with influencers), 2) The Stickiness Factor (play to psychological biases), and 3) The Power of Context (shape to fits the context of adoption and use)....

Contagious: Why Things Catch On [Speed Summary] - Brand ...
BOOK REVIEW: "Contagious: Why Things Catch On" by Jonah Berger 1. Social Currency – "We share things that make us look good". Whether through a post on Facebook or Twitter, or telling... 2. Triggers – "Top of mind, tip of tongue". While social currency gets people to talk about things, "triggers" ...

BOOK REVIEW: "Contagious: Why Things Catch On" by Jonah Berger
Breakdown of "Contagious : Why Things Catch On" By Jonah Berger 1. Social Currency Humans like to share things — it is one of the main reasons social media is so popular. One of the... 2. Leverage Game Mechanics JUMANJI! "Game mechanics are the elements of a game, application, or program — ...

Breakdown of "Contagious : Why Things Catch On" By Jonah ...
Some ideas catch on for simply being better than the alternatives. Attractive pricing is another obvious why products and ideas spread. Advertising also helps, Jonah Berger says that word of mouth is more effective than advertising because it's more persuasive and more targeted.

Contagious Book Summary & Review in PDF | The Power Moves
In his award-winning, New York Times best seller Contagious Why Things Catch On, author Jonah Berger gives countless real-life examples of the mysterious methods employed to capture the logic defying attention of the masses.

Contagious: Why Things Catch On: Berger, Jonah ...
'Contagious' is about how and why ideas, services and products spread. Based upon years of academic research, Berger has arrived at a system named STEPPS that acts as a litmus test for word-of-mouth strength.

Contagious: Why Things Catch On: Berger, Jonah ...
Like. "Making things more observable makes them easier to imitate, which makes them more likely to become popular.". — Berger, Jonah, Contagious: Why Things Catch On. 9 likes. Like. "Word of mouth is the primary factor behind 20 percent to 50 percent of all purchasing decisions.".

Contagious Quotes by Jonah Berger
If you are struggling, consider an online therapy session with our partner BetterHelp: https://tryonlinetherapy.com/fightmediocrity This video is sponsored b...

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6 Reasons Things Go Viral – Contagious: Why Things Catch ...
Contagious--Why Things Catch On (by Jonah Berger) is one attempt to explain why certain things on the internet and elsewhere go viral. It is not the only attempt that I have encountered, but it is the first that I have read by an actual Ph.D. who has conducted research on the subject.

Contagious: Why Things Catch On by Jonah Berger, Paperback ...
Full Book Name: Contagious: Why Things Catch On; Author Name: Jonah Berger; Book Genre: Business, Nonfiction, Psychology, Science; ISBN # 9781451686593; Edition Language: English; Date of Publication: 2013-3-1; PDF / EPUB File Name: Contagious_Why_Things_Catch_On_-_Jonah_Berger.pdf, Contagious_Why_Things_Catch_On_-_Jonah_Berger.epub; PDF File Size: 1.8 MB

[PDF] [EPUB] Contagious: Why Things Catch On Download
Some products, ideas, services, and behaviors catch on and become popular while others falter. Why do some things get more word of mouth than others, and how, by understanding that science, can we make our own stuff more successful? Contagious reveals the secret science behind word-of-mouth and social transmission.

Contagious – Jonah Berger
The book explores 6 principles involved in why things catch on: * social currency * triggers * emotion * public * practical value * stories These principles serve as a checklist for the creation of advertising, especially any advertising that attempts to be viral.

Contagious by Jonah Berger | Audiobook | Audible.com
Jonah Berger's book, 'Contagious: Why Things Catch On' breaks down the ingredients that makes stuff spread. Consider the STEPPS to be ingredients in your recipe (business or product idea) you don't necessarily need to have every ingredient in place, as there are many products and services that've spread like wildfire with only a couple... but the more you have the greater chance it becomes contagious.

Contagious: Why Things Catch On Summary - Ignore Limits
In this module, you'll start to learn what makes products, ideas, and behaviors contagious; in other words, why they catch on. You'll explore the science behind why some things become popular while others fail. You'll also discover the key principles, or six SUCCESs" factors that make messages stick. Finally, you'll learn how to make any idea more memorable, whether it's a pitch to your boss or a lesson you want students to remember.

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