

NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —DANIEL GILBERT, author of *Stumbling on Happiness*

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Contagious Jonah Berger, 2013-03-05 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 boring products there is a blender *Contagious* provides 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* will show you how to make your product or idea catch on

Summary of Contagious SellWave Audio, 2025-11-13 Why do some products ideas or stories spread like wildfire while others barely make a ripple Why does certain online content go viral while equally good material is ignored The answer lies in word of mouth arguably the most powerful force in marketing far more persuasive than advertising Jonah Berger a leading expert in social influence shows that word of mouth is not random it follows predictable patterns Whether you run a small local business manage a large corporation or are campaigning for office the principles that make ideas catch on are the same Drawing on years of research *Contagious* reveals why some things are inherently shareable and provides practical steps to make your product story or idea more likely to be talked about You'll discover surprising truths like how little online chatter actually drives sharing and how subtle triggers can generate massive word of mouth Filled with fascinating insights and actionable advice *Contagious* is a must read for anyone who wants their ideas products or projects to thrive

SUMMARY - Contagious: Why Things Catch On By Jonah Berger Shortcut Edition, 2021-05-31 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will learn how to take advantage of word of mouth to create a fashion effect and create a buzz You will also learn how word of mouth is 10 times more effective than advertising why the potential to get people talking depends not on the subject but on the message how to launch immediate word of mouth how to maintain

impact over time Most trends are born from word of mouth We then speak of social contagion But what does it depend on At first glance on the product or service offered its quality its price and its usefulness or fun However thanks to the research and studies of Professor Jonah Berger you will see that this is not the case The most important element is social influence word of mouth Buy now the summary of this book for the modest price of a cup of coffee **Summary and Analysis of Contagious: Why Things Catch On** Worth Books,2017-03-21 So much to read so little time This brief overview of Contagious tells you what you need to know before or after you read Jonah Berger s book Crafted and edited with care Worth Books set the standard for quality and give you the tools you need to be a well informed reader This short summary and analysis of Contagious includes Historical context Chapter by chapter overviews Detailed timeline of key events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Contagious by Jonah Berger Contagious Why Things Catch On examines why certain media goes viral videos articles memes and others never get shared at all By looking at popular culture Wharton professor Jonah Berger analyzes what makes an idea take off Based on his own research and the insights gleaned from 15 years of studying marketing Berger s New York Times bestselling book teaches readers why popular content is popular and how they can make their own ideas and products truly contagious The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction **Contagious: by Jonah Berger | Summary & Analysis** Elite Summaries, Some things just explode and go viral while others remain not so popular Contagious Why Things Catch On provides a clear elaboration of why things go viral why people talk about certain products or certain ideas and why are some online contents really booming and infectious Clue It is not advertising because people now seldom listen to advertisements although they still listen to their friends Contagious Why Things Catch On teaches the principles of social transmission and word of mouth complete with techniques for helping words to spread The book written by a Wharton professor of Marketing Jonah Berger will definitely help a group of people who want to get their messages across to a huge number of people Whether it is for business profit for political career or for certain campaigns this book will teach you the basics on how to make your idea infectious This book does not only incorporate real actions but it also provides online strategies such as through YouTube videos All in all it provides tips that are insightful impactful but still are practical and manageable to do Plain interesting relevant and easily understood Contagious Why Things Catch On will also catch on like the ideas contained in it It is influential and provocative and it works for people who have almost no budget to begin with With a very affordable price and free shipping options you can now start your success and spread words to other people **Summary of Contagious** Elite Summaries,2016-07-23 Contagious by Jonah Berger Summary Analysis A Smarter You In 15 Minutes What is your time worth Some things just explode and go viral while others remain not so popular Contagious Why Things Catch On provides a clear elaboration of why things go viral why people talk about certain products or certain ideas and why are some online contents

really booming and infectious Clue It is not advertising because people now seldom listen to advertisements although they still listen to their friends Contagious Why Things Catch On teaches the principles of social transmission and word of mouth complete with techniques for helping words to spread The book written by a Wharton professor of Marketing Jonah Berger will definitely help a group of people who want to get their messages across to a huge number of people Whether it is for business profit for political career or for certain campaigns this book will teach you the basics on how to make your idea infectious This book does not only incorporate real actions but it also provides online strategies such as through YouTube videos All in all it provides tips that are insightful impactful but still are practical and manageable to do Plain interesting relevant and easily understood Contagious Why Things Catch On will also catch on like the ideas contained in it It is influential and provocative and it works for people who have almost no budget to begin with You can now start your success and spread words to other people get your copy on Amazon now Detailed overview of the book Most valuable lessons and information Key Takeaways and Analysis Take action today and grab this best selling book for a limited time discount of only 6 99 Written by Elite Summaries Please note This is a detailed summary and analysis of the book and not the original book keyword Contagious Contagious book Contagious kindle Jonah Berger Contagious Jonah Berger Contagious paperback Contagious Berger Contagious audiobook Contagious disciple making Contagious why things catch on by jonah berger

Having an Impact on Learning Kelly Wachel,Matt Wachel,2015-12-03 A public relations director and a principal have mostly the same goals in helping students achieve at high levels While each might go about impacting student learning in different ways they both work to make education better In Having an Impact on Learning the husband and wife team of Matt and Kelly Wachel help show how both the principal and the public relations director can propel education forward Whether it is through perception teaching and learning communication social media events student achievement or working with the community principals and public relations professionals have to understand their roles in contributing to each of those areas While the topics of conversation between these two professions sometimes cause disagreement in the end the principal and the public relations professional agree that their two views must ultimately mesh to help do what's best for kids In this book get insight into these areas of education and learn about ways principals and public relations directors can work in harmony School leaders and communicators have to be on the same page when it comes to telling the story of education We are all storytellers and we have to be able to tell the story together The Checkmate Formula Alan Sellers,2016-01-26 This extraordinary book presents the powerful results of thirty years of observing and evaluating real world success patterns of billionaires visionaries It unravels the intriguing mystery of how grandmasters in business achieve success and presents a novel and compelling way to perceive the world of business After reading it you may never view or approach business quite the same way again THE CHECKMATE FORMULA answers two questions what are the essential factors in business that dictate success or failure and how do serial winners win consistently Revealing a pragmatic roadmap used by the greatest

business minds it shows how to perceive reality differently through techniques like The Great Awareness think differently through approaches like The Great Enabler and act differently using the greatest force multiplier of all The Decryption Key It simplifies deconstructs business into understandable truths and reassembles them into practical guidelines for creative thinking and result generation You ll learn how to address major issues like capital raises strategy and the customer acceptance riddle and what it really means to understand the big picture with a generous dose of examples and insights from the business elite including colorful analogies to chess and art It s an engaging read that will benefit entrepreneurs executives wanting to up their game and founders wanting to beat the odds *Summary: Contagious BusinessNews Publishing,2014-11-12*

The must read summary of Jonah Berger s book Contagious Why Things Catch On This complete summary of the ideas from Jonah Berger s book Contagious Why Things Catch On reveals the six key principles that make a product or an idea contagious As well as sharing stories of real life companies from his extensive research the author provides a set of specialised techniques that you can use to spread information and get your message across to as many people as possible Added value of this summary Save time Understand the essential techniques Expand your communication skills To learn more read Contagious Why Things Catch On and find out how you can make your information as contagious as possible International Cases in the Business of Sport Simon Chadwick,Dave Arthur,John Beech,2017-02-28 Contemporary sport is big business Major teams leagues franchises merchandisers and retailers are in fierce competition in a dynamic global marketplace Now in a fully revised and updated second edition International Cases in the Business of Sport presents an unparalleled range of cutting edge case studies that show how contemporary sport business is done and provides insight into commercial management practice Written by a team of international experts these case studies cover organisations and events as diverse as the NBA the Americas Cup the Tour de France the PGA tour FC Barcelona and the Australian Open tennis They explore key contemporary themes in sport business and management such as broadcast rights social media strategic development ownership models mega events sports retailing globalisation corruption and financial problems Each case study also includes discussion questions recommended reading and links to useful web resources International Cases in the Business of Sport is an essential companion to any sport business or sport management course and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management *Services Marketing: People, Technology, Strategy (Ninth Edition)* Jochen Wirtz,Christopher Lovelock,2021-10-15 Services Marketing People Technology Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view *Make Waves* Patti B. Johnson,2016-10-17 Make Waves

encourages readers to step up and be the one to initiate change in their work and lives Author Patti Johnson walks readers through the tools and techniques that they can use to create change in their own situations Johnson elaborates on these tools even further to give readers a sense of how to encourage and instill these wave making behaviors in others within their organization Using several diverse case studies as illustrative examples Make Waves highlights the important steps that individuals at any level can take toward positive change By reinforcing readers desires to contribute and make a difference Johnson connects on an individual level and bridges the gap between that desire and the actions necessary to realize bigger changes Change can be big or small It is the act of stepping up that Johnson embraces as well as the ripple effect on those around Interviews with famous Wave Makers as well as everyday people illustrate why it is important to be the one to start change Wave Makers profiled include Clint Hurdle Manager of the Pittsburgh Pirates believes in positive attitude and culture and changes the MLB clubhouse this year leading the Pirates to their first winning season since 1992 Charley Johnson Started Pay It Forward foundation Joe Nussbaum Started Big Event at Texas A largest one day college community service day in the country and has been adopted by over seventy universities Emma Scheffler High school soccer player who started Insulin Angels a nonprofit for children diagnosed with diabetes after her own diagnosis feared her dream of college soccer was over so engaged other students and local hospitals after thinking about how to make her diagnosis a positive Allen Stephenson Started Southern Tide at twenty two years old when in med school and followed a passion to create a clothing line built momentum by creating interest and participation on southern college campuses they are now growing rapidly and it started with a great polo shirt

Services Marketing: People, Technology, Strategy (Eighth Edition) Jochen Wirtz, Christopher Lovelock, 2016-03-29 Services Marketing People Technology Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research Featuring cases and examples from all over the world Services Marketing People Technology Strategy is suitable for students who want to gain a wider managerial view of Services Marketing

Winning In Service Markets: Success Through People, Technology And Strategy Jochen Wirtz, 2016-12-12 Winning in Service Markets Success through People Technology and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge Derived from the globally leading textbook for Services Marketing by the same author this book offers a comprehensive overview of extant knowledge on the topic Accessible and practical Winning in Service Markets bridges the gap between cutting edge academic research and industry practitioners and features best practices and latest trends on services marketing and management from around the world

Summary, Analysis & Review of Jonah Berger's Contagious by Instaread Instaread, 2017-01-28 Summary Analysis Review of Jonah

Berger's Contagious by Instaread Preview Contagious Why Things Catch On is a playbook for marketing in the internet age when products and ideas live or die based on whether or not they can go viral Author Jonah Berger describes six principles that when applied together can often predict whether an idea or product will spread Any product or idea can go viral It doesn't take a big advertising budget or a celebrity endorsement to raise awareness Instead the six principles of contagiousness can be turned into the helpful mnemonic acronym STEPPS These are Social Currency Triggers Emotion Public Practical Value and Stories For a product or idea to spread it must use each of these steps While STEPPS can help guarantee that an idea or product will go viral some concepts are more likely to spread successfully than others For example a well priced television is more likely to lure buyers than a poor quality television with PLEASE NOTE This is a Summary Analysis Review of the book and NOT the original book Inside this Summary Analysis Review of Jonah Berger's Contagious by Instaread Overview of the Book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread you can get the key takeaways and analysis of a book in 15 minutes We read every chapter identify the key takeaways and analyze them for your convenience Visit our website at instaread.co

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Invisible Influence Jonah Berger, 2016-06-14 In *Invisible Influence* the New York Times bestselling author of *Contagious* explores the subtle influences that affect the decisions we make from what we buy to the careers we choose to what we eat Jonah Berger has done it again written a fascinating book that brims with ideas and tools for how to think about the world Charles Duhigg author of *The Power of Habit* If you're like most people you think your individual tastes and opinions drive your choices and behaviors You wear a certain jacket because you liked how it looked You picked a particular career because you found it interesting The notion that our choices are driven by our own personal thoughts and opinions is

patently obvious Right Wrong Without our realizing it other people s behavior has a huge influence on everything we do at every moment of our lives from the mundane to the momentous Even strangers have an impact on our judgments and decisions our attitudes toward a welfare policy shift if we re told it is supported by Democrats versus Republicans even though the policy is the same But social influence doesn t just lead us to do the same things as others In some cases we imitate others around us But in other cases we avoid particular choices or behaviors because other people are doing them We stop listening to a band because they go mainstream We skip buying the minivan because we don t want to look like a soccer mom By understanding how social influence works we can decide when to resist and when to embrace it and learn how we can use this knowledge to exercise more control over our own behavior In Invisible Influence Jonah Berger is consistently entertaining applying science to real life in surprising ways and explaining research through narrative His book fascinates because it opens up the moving parts of a mysterious machine allowing readers to watch them in action Publishers Weekly

[Guide to Jonah Berger's Contagious](#) Eureka,2017-02-25 PLEASE NOTE THIS IS A COMPANION TO THE BOOK AND NOT THE ORIGINAL BOOK Guide to Jonah Berger s Contagious Preview Contagious Why Things Catch On is a playbook for marketing in the internet age when products and ideas live or die based on whether or not they can go viral Author Jonah Berger describes six principles that when applied together can often predict whether an idea or product will spread Inside this companion Overview of the book Important People Key Takeaways Analysis of Key Takeaways and much more □□□□ □2014□4□□ □□□□□□□□□□□□,2014-04-01 2011 15 2012 10 2009 2013 2010 Higg Index

The Enigmatic Realm of **Contagious Why Things Catch On**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Contagious Why Things Catch On** a literary masterpiece penned by way of a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of people who partake in its reading experience.

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