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Jonah Berger NYT WSJ Bestselling Author of Contagious

Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and author of the recent New York Times and Wall Street Journal bestseller Contagious: Why Things Catch On.. 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 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. His research has also been featured in the New York Times Magazine s Year in

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