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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.

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But according to Berger, the key to making things really popular happens long before it's discussed at the water cooler or "liked" online. It starts with the message.

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Jonah Berger Wikipedia

Jonah Berger is a professor at the Wharton School of the University of Pennsylvania. He is an expert on word of mouth, viral marketing, social influence, and trends. He's the author of Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behavior.

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