

## **CONTAGIOUS BOOK REVIEW**



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Jonah Berger ventures into answering those questions in his book Contagious: Why Things Catch On. After identifying six elements that help ideas stick, Berger walks through examples of each element, g We've all looked at our computer screens and wondered, sometimes with disgust, how the latest viral video got so popular.  
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### **Book Review Contagious Why Things Catch On**

Book Overview Anyone involved in business has observed that certain products, services or ideas seem to catch on and become wildly popular. Others ideas fall flat.

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In Contagious, he identifies six ingredients or principles that are associated with messages, products, or ideas that go viral.

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Book Review: Contagious June 5, 2014 Arianne Donoghue At SES London this year in one of the content marketing/social sharing sessions which featured Matt Roberts from Lindex, he mentioned Contagious by Jonah Berger as one item on a list of resources and items that they had found useful in evaluating whether or not they were producing shareable content .

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Contagious Disciple Making by David and Paul Watson would be such a book. This father and son team provide some interesting and helpful approaches to church planting among unchurched or unreached groups.

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### **BOOK REVIEW Contagious Why Things Catch On by Jonah Berger**

Contagious Why Things Catch On by Jonah Berger (Professor of Marketing at The Wharton School of Business, University of Pennsylvania) distills years of research into understanding why certain ads, products, YouTube videos, political movements, songs, and/or restaurants catch on, while others are ignored.

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### **Contagious Why Things Catch On Speed Summary**

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Contagious has 1,605 ratings and 159 reviews. chucklethescot said: I really didn't like anything about this book. It was a mixture of poor editing, a dr

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### **Mapping Out the Path to Viral Fame The New York Times**

Contagious does provide some interesting insights into factors that can help make an idea, a video, a commercial or a product become infectious, but it is a book that remains heavily

<http://ebookslibrary.club/download/Mapping-Out-the-Path-to-Viral-Fame-The-New-York-Times.pdf>

### **Amazon.com Customer reviews Contagious**

One example is the horrible book review that leads to thousands more copies sold. Directly manipulating the emotions is another strategy. What sells more, happy emotions or sad? The answer is according to Contagious is both, as long as it is emotional arousal, anxiety, anger, or bright joy.

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### **Contagious Why Things Catch On Jonah Berger**

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.

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### **Contagious Jonah Berger**

Contagious explains secret behind infectious ideas USA Today The book is just plain interesting. Berger's cases are not only topical and relevant, but his principles seem practical and are easily understood The Christian Science Monitor Contagious contains arresting and counterintuitive facts and insights.

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