

Contagious  
by  
JONAH BERGER  
with  
ILLUSTRATIONS BY

# Contagious

WHY THINGS CATCH ON



JONAH BERGER

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

# Contagious Things Catch Jonah Berger

**Worth Books**



## **Contagious Things Catch Jonah Berger:**

**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** Edition Shortcut (author), 1901 *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: 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 [Fashion Forecasting](#) Evelyn L. Brannon,Lorynn R. Divita,2015-09-24 How do retailers decide which colors and styles are featured in their stores What factors influence the patterns textiles and silhouettes designers show in their collections This text provides students with a comprehensive understanding of the forecasting process from studying fashion innovation and cultural influences to conducting consumer research exploring how to identify the who what where when and why driving fashion change in our lives By combining fashion theory with current practices from industry executives Brannon and Divita explain how to recognize emerging trends and the coolhunters who anticipate our aesthetic preferences Ultimately student will learn how to prepare and present their own fashion forecast New to this Edition New chapter 8 focuses on media and technology including coverage of how mass media fashion blogs social medi and forecasting companies such as WGSN and Stylesight effect trends New case studies and profiles in each chapter feature contemporary bloggers professionals and companies such as Tavi Gevinson of Style Rookie Garance Dore Scott Schuman Burberry Rebecca Minkoff Edelkoort Perclers and Nelly Rodi Expanded fashion theories section in chapter 3 explains how trends spread between population segments Summaries at the end of each chapter recap key concepts [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 s 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 Rotarian: June 2013](#) , *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 [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

**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

*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

**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

**Cascades: How to Create a Movement that Drives Transformational Change** Greg Satell, 2019-04-26 What does it take to change the world This book will show you how to harness the power of CASCADES to create a revolutionary movement If you could make a change any change you wanted what would it be Would it be something in your organization or your industry Maybe something it's in your community or throughout society as a whole Creating true change is never easy Most startups don't survive Most community groups never get beyond small local actions Even when a spark catches fire and protesters swarm the streets it often seems to fizzle out almost as fast as it started The status quo is almost by definition well entrenched and never gives up without a fight In this groundbreaking book one of today's top innovation experts delivers a guide for driving transformational change To truly change the world or even just your little corner of it you don't need a charismatic leader or a catchy slogan What you need is a cascade small groups that are loosely connected but united by a common purpose As individual entities these groups may seem inconsequential but when they synchronize their collective behavior as networks they become immensely powerful Through the power of cascades a company can be made anew an industry disrupted or even an entire society reshaped As Satell takes us through past and present movements he explains exactly why and how some succeed while others fail

*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](http://instaread.co)

**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

[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

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Pilipas,2016-10-11 Bachelorarbeit aus dem Jahr 2015 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,3  
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