

DOWNLOAD CONTAGIOUS SUMMARY OF THE KEY IDEAS ORIGINAL BOOK BY JONAH BERGER WHY THINGS CATCH ON CONTAGIOUS WHY THINGS CATCH ON

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leverage these concepts to craft contagious content. This book provides a set of specific, actionable techniques for helping information spread—for designing messages, advertisements, and information that people will share.

A summary of the book Contagious - Kim Hartman

“Contagious: Why Things Catch On” is an in depth and well organized analysis of viral products. Jonah Berger tells us exactly what qualities our products need to have to drive word of mouth and become viral.

Contagious: Why Things Catch On “ Book Summary in PDF

Contagious PDF Summary “ Why Things Catch On In Contagious , you will learn techniques to generate buzz, focused on businesses with few financial resources, bringing fast and extraordinary results.

Contagious PDF Summary: Why Things Catch On | Jonah Berger

Contagious: Why Things Catch On by Wharton associate marketing professor Jonah Berger is the latest attempt, and it offers some new examples and a new mnemonic for creating stuff that spreads: STEPPS. Social Currency: “Appearances matter.”™ Give your product “ and its owner “ social status by making it “ and those who own/talk about it appear REMARKABLE (interesting, exclusive, distinctive, attractive, successful).

Contagious: Why Things Catch On [Speed Summary]

Notes“Contagious: Why Things Catch On by Jonah Berger By Pradeep Anand www.seeta.com STEPPS: Social Currency Triggers Emotion Public Practical Value Stories SOCIAL CURRENCY WE SHARE THINGS THAT MAKE US LOOK GOOD 40% of what people talk about are about personal experiences or personal relationships.

Notes Contagious: Why Things Catch On by Jonah Berger By

In this getAbstract summary, you will learn: What factors cause people to talk about and talk up products, ideas and services;; What six steps you can take to make your product, cause or idea catch on; and How you can narrate stories that cause people to want spread the word about your product.

Contagious Summary | Jonah Berger | PDF Download

Contagious Why Things Catch On summary is for everyone that are interested in the psychology behind why things go viral. About. Some things seem obvious, but I still think it is a very good read because it is so easy to forget those little details that can make the whole difference.

Contagious Why Things Catch On summary - kimhartman.se

Individual employees can dynamically “ and intentionally “ shift your corporate culture in a positive manner based on their feelings, behaviors, personal magnetism and relationships with their colleagues.

Contagious Culture Summary | Anese Cavanaugh | PDF Download

“Naturally contagious content usually evokes some sort of emotion“. “Can people see when others are using our product or engaging in our desired behavior?“ “We need to design products and initiatives that advertise themselves and create behavioral residue that sticks around even after people have bought the product or espoused the idea“.

Book Summary: Contagious by Jonah Berger | Sam Thomas Davies

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.

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The must-read summary of Susan Annunzio's book: "Contagious Success: Spreading High Performance Throughout Your Organization". This complete summary of the ideas from Susan Annunzio's book "Contagious Success" shows that an in-depth study of 3,000 knowledge workers around the world was carried out to attempt to identify the management behaviors which accelerate profitable growth.

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