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# Contagious Things Catch Jonah Berger

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atch\_On\_-\_Jonah\_Berger.pdf, Contagious\_Why\_Things\_Catch\_On\_-\_Jonah\_Berger.epub; PDF File Size: 1.8 MB[PDF] [EPUB] Contagious: Why Things Catch On Download What makes things popular? Some products, ideas, services, and behaviors catch on and become popular while others falter. Why do some things get more word of mouth than others, and how, by understanding that science, can we make our own stuff more successful? Contagious reveals the secret science behind word-of-mouth and social transmission ...Contagious - Jonah Berger Jonah Berger's book, 'Contagious: Why Things Catch On' breaks down the ingredients that makes stuff spread. Consider the STEPPS to be ingredients in your recipe (business or product idea) you don't necessarily need to have every ingredient in place, as there are many products and services that've spread like wildfire with only a couple... but the more you have the greater chance it becomes contagious. Contagious: Why Things Catch On Summary - Ignore

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Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and bestselling author of Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behavior. Dr. Berger has spent over 15 years studying how social influence works and how

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Jonah Berger is a professor at the Wharton School of the University of Pennsylvania, internationally bestselling author, and a world-renowned expert on change, word of mouth, viral marketing, social influence, and how products, ideas, and behaviors catch on. He has published over 50 articles in top-tier academic journals, teaches Wharton's highest rated online course, [citation needed] and ...

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Full Book Name: *Contagious: Why Things Catch On*; Author Name: Jonah Berger; Book Genre: Business, Nonfiction, Psychology, Science; ISBN # 9781451686593; Edition Language: English; Date of Publication: 2013-3-1; PDF / EPUB File Name: *Contagious\_Why\_Things\_Catch\_On\_-\_Jonah\_Berger.pdf*, *Contagious\_Why\_Things\_Catch\_On\_-\_Jonah\_Berger.epub*; PDF File Size: 1.8 MB  
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 Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and internationally bestselling author of *Contagious*, *Invisible Influence*, and *The Catalyst*. He's a world-renowned expert on social influence, word of mouth, and why products, ideas, and behaviors catch on and has published over 50 papers in top-tier academic journals.  
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Author: Jonah Berger  
holds a PhD in marketing  
and is currently a

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