

CONTAGIOUS JONAH BERGER

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Contagious Jonah Berger

Wharton professor Jonah Berger has spent the last decade answering these questions. 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 services and ideas within organizations.

Contagious: Why Things Catch On: Jonah Berger ... Jonah Berger knows the answers, and, with *Contagious*, now we do, too." (Charles Duhigg, author of the bestselling *The Power of Habit*) (Charles Duhigg, author of the bestselling *The Power of Habit*) If you are seeking a bigger impact, especially with a smaller budget, you need this book.

Contagious: Why Things Catch On by Jonah Berger 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*.

Jonah Berger - Official Site

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*.

Mapping Out the Path to Viral Fame - The New York Times

Readers might suppose that Jonah Berger's new book, *Contagious: Why Things Catch On*, would shed light on these famous cases of viral content. They would be wrong. He does not explain.

Contagious: Why Things Catch On: Jonah Berger ... *Contagious: Why Things Catch On [Jonah Berger] on Amazon.com.* "FREE" shipping on qualifying offers. 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).

Jonah Berger: "Contagious: Why Things Catch On" | Talks at Google

We all know ideas and information spread through word of mouth. But according to Berger, the key to making things really popular happens long before it's discussed at the water cooler or "liked."

Contagious: Why Things Catch On, Book by Jonah Berger ...

Jonah Berger is an associate professor of marketing at the Wharton School at the University of Pennsylvania. Berger

has been recognized with a number of awards for both scholarship and teaching. He is the author of *Contagious: Why Things Catch On*, a 2016 New York Times bestseller, and *Invisible*.