



## Contagious: Why Things Catch on

By Jonah Berger

SIMON SCHUSTER, United States, 2016. Paperback. Book Condition: New. Reprint. 211 x 137 mm. Language: English . Brand New Book. 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...

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