



# Contagious: Why Things Catch On by Jonah Berger Summary

# Summary Contagious Jonah Berger Why Things Catch On

**Jonah Berger**



## **Summary Contagious Jonah Berger Why Things Catch On:**

**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      **Contagious** Jonah Berger,2016-05-03 Upper Saddle River N J Creative Homeowner      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      **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

SUMMARY Edition Shortcut (author),1901      **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, 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, Analysis & Review of Jonah Berger's Contagious by Instaread Instaread,2017-01-30 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 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 book Most valuable lessons and information Key Takeaways and Analysis Take action today and grab this best selling book for a limited time discount of only 6 99 Written by Elite Summaries Please note This is a detailed summary and analysis of the book and not the original book keyword Contagious Contagious book Contagious kindle Jonah Berger Contagious Jonah Berger Contagious paperback Contagious Berger Contagious audiobook Contagious disciple making Contagious why things catch on by jonah berger **Summary of Invisible Influence** Instaread,2016-08-26 Summary of Invisible Influence by Jonah Berger Includes Analysis Preview Invisible Influence by Jonah Berger is a close examination of the psychology behind behavioral decisions related to identity and branding Many decisions that the average person makes every day are deeply impacted by factors of which they are seldom aware A person is likely to understand that others are influenced by suggestion but unlikely to recognize when the same factors can influence a personal decision Familiarity is a strong motivator for choices People think more favorably about the things they see frequently even if they are unaware that they have seen them They are also more likely to conform to group consensus which can lead to increased popularity of popular products but can cause individuals to avoid contradicting a group that agreed on the wrong choice Individuals differentiate themselves from

others by choosing unfamiliar options intentionally Privately the same people will make similar choices as the rest of the group PLEASE NOTE This is key takeaways and analysis of the book and NOT the original book Inside this Instaread Summary of Invisible Influence by Jonah Berger Includes Analysis Overview of the Book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread you can get the key takeaways summary 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)

*Digital Marketing* Ira Kaufman,Chris Horton,Mariusz Soltanifar,2023-06-29 Digital Marketing Integrating Strategy Sustainability and Purpose Second Edition draws on the latest digital tactics and strategic insights to help students understand how to generate sustainable growth through digital integration It provides a roadmap to adopt a digital mindset incorporate digital trends strategically and integrate the most effective tactics and tools with organizational core values to achieve competitive advantage Retaining the popular integrated approach that introduces students to each concept as it becomes relevant to the digital marketing plan this edition Combines a strong theoretical foundation with practical insights and activities that give students a comprehensive understanding of how to implement a digital marketing strategy in a modern business environment striving for purpose Introduces the Sustainable Marketing Normal a values driven marketing model for the digital age which incorporates the 6Ps of marketing product price place promotion participation and purpose to grow customer loyalty and advocacy and achieve sustainable outcomes for all stakeholders Outlines the key Drivers of Change and leading digital marketing trends that students must understand and incorporate to be future ready and drive business opportunities Demonstrates the impact of emerging technologies such as virtual reality and augmented reality on customers and other stakeholders Highlights the concept of network thinking as an opportunity for marketers and organizations to engage in activities that create value through platforms and networks Presents critical insights on the importance of using data analytics to inform and drive digital activities Incorporates QR codes throughout the book which link to the book s companion website Digital Marketing Resource Center offering a truly interactive learning experience Updated examples a broader set of case studies and interactive exercises support students at all stages of digital literacy making Digital Marketing Second Edition the go to guidebook An updated companion website accessible at [dmresourcecenter.com](http://dmresourcecenter.com) also offers instructors a richer set of support material including a test bank

*Digital Media and Innovation* Richard A. Gershon,2016-02-11 Digital Media and Innovation by Richard A Gershon takes an in depth look at how smart creative companies have transformed the business of media and telecommunications by introducing unique and original products and services Today s media managers are faced with the same basic question what are the best methods for staying competitive over time In one word innovation From electronic commerce Amazon Google to music and video streaming Apple Pandora and Netflix digital media has transformed the business of retail selling and personal lifestyle This text will introduce current and future media industry professionals to the people companies and strategies that have proven

to be real game changers by offering the marketplace a unique value proposition for the consumer      *Money and Marketing in the Art World* Henrik Hagtvedt, 2024-10-21 How does the art market choose its winners thereby also deciding what millions of visitors to galleries and museums will view year after year Whereas art historical writing and contemporary commentary tend to highlight the efforts of specific artists this book illustrates how money and marketing in combination with general trends play decisive roles in shaping the art world and in propelling specific artists and artworks to positions of prominence Today perhaps more than ever before the high profile art world is primarily shaped by buyers and those who cater to buyers The actual artists although most visible to the public tend to play a secondary role The time seems particularly ripe for transparency about how the art world works given the growth in the art market media attention on and popular interest in high priced art and controversy surrounding public funding for art and the value of art for contemporary society With a combination of marketplace observations marketing insights and relevant research findings this book contributes to increased transparency while providing thought provoking digressions and anecdotes along the way *Money and Marketing in the Art World* offers an accessible analysis of the art market for scholars and graduate students across arts marketing and management as well as for those more broadly interested in art and business      **Change** Damon Centola, 2021-01-19 How to create the change you want to see in the world using the paradigm busting ideas in this utterly fascinating Adam Grant big idea book Most of what we know about how ideas spread comes from bestselling authors who give us a compelling picture of a world in which influencers are king sticky ideas go viral and good behavior is nudged forward The problem is that the world they describe is a world where information spreads but beliefs and behaviors stay the same When it comes to lasting change in what we think or the way we live the dynamics are different beliefs and behaviors are not transmitted from person to person in the simple way that a virus is The real story of social change is more complex When we are exposed to a new idea our social networks guide our responses in striking and surprising ways Drawing on deep yet accessible research and fascinating examples from the spread of coronavirus to the success of the Black Lives Matter movement the failure of Google and the rise of political polarization *Change* presents groundbreaking and paradigm shifting new science for understanding what drives change and how we can change the world around us      *Keeping the Republic* Christine Barbour, Gerald C. Wright, 2016-11-19 This refreshed and dynamic Eighth Edition of *Keeping the Republic* revitalizes the twin themes of power and citizenship by adding to the imperative for students to navigate competing political narratives about who should get what and how they should get it The exploding possibilities of the digital age make this task all the more urgent and complex Christine Barbour and Gerald Wright the authors of this bestseller continue to meet students where they are in order to give them a sophisticated understanding of American politics and teach them the skills to think critically about it The entire book has been refocused to look not just at power and citizenship but at the role that control of information and its savvy consumption play in keeping the republic      *Status and Culture* W. David

Marx, 2022-09-06 Subtly altered how I see the world Michelle Goldberg New York Times Status and Culture consistently posits theories I'd never previously considered that instantly feel obvious Chuck Klosterman author of The Nineties Why are you the way that you are Status and Culture explains nearly everything about the things you choose to be and how the society we live in takes shape in the process B J Novak writer and actor Solving the long standing mysteries of culture from the origin of our tastes and identities to the perpetual cycles of fashions and fads through a careful exploration of the fundamental human desire for status All humans share a need to secure their social standing and this universal motivation structures our behavior forms our tastes determines how we live and ultimately shapes who we are We can use status then to explain why some things become cool how stylistic innovations arise and why there are constant changes in clothing music food sports slang travel hairstyles and even dog breeds In Status and Culture W David Marx weaves together the wisdom from history psychology sociology anthropology economics philosophy linguistics semiotics cultural theory literary theory art history media studies and neuroscience to demonstrate exactly how individual status seeking creates our cultural ecosystem Marx examines three fundamental questions Why do individuals cluster around arbitrary behaviors and take deep meaning from them How do distinct styles conventions and sensibilities emerge Why do we change behaviors over time and why do some behaviors stick around The answers then provide new perspectives for understanding the seeming weightlessness of internet culture Status and Culture is a book that will appeal to business people students creators and anyone who has ever wondered why things become popular why their own preferences change over time and how identity plays out in contemporary society Readers of this book will walk away with deep and lasting knowledge of the often secret rules of how culture really works

Make Waves Patti B. Johnson, 2016-10-17 Make Waves encourages readers to step up and be the one to initiate change in their work and lives Author Patti Johnson walks readers through the tools and techniques that they can use to create change in their own situations Johnson elaborates on these tools even further to give readers a sense of how to encourage and instill these wave making behaviors in others within their organization Using several diverse case studies as illustrative examples Make Waves highlights the important steps that individuals at any level can take toward positive change By reinforcing readers' desires to contribute and make a difference Johnson connects on an individual level and bridges the gap between that desire and the actions necessary to realize bigger changes Change can be big or small It is the act of stepping up that Johnson embraces as well as the ripple effect on those around Interviews with famous Wave Makers as well as everyday people illustrate why it is important to be the one to start change Wave Makers profiled include Clint Hurdle Manager of the Pittsburgh Pirates believes in positive attitude and culture and changes the MLB clubhouse this year leading the Pirates to their first winning season since 1992 Charley Johnson Started Pay It Forward foundation Joe Nussbaum Started Big Event at Texas A largest one day college community service day in the country and has been adopted by over seventy universities Emma Scheffler High school soccer player who started Insulin Angels a nonprofit for children diagnosed with



diabetes after her own diagnosis feared her dream of college soccer was over so engaged other students and local hospitals after thinking about how to make her diagnosis a positive Allen Stephenson Started Southern Tide at twenty two years old when in med school and followed a passion to create a clothing line built momentum by creating interest and participation on southern college campuses they are now growing rapidly and it started with a great polo shirt [Introduction to Music Publishing for Musicians](#) Bobby Borg,Michael Eames,2025-02-04 Musicians and students of the new music industry Want the lowdown on making great music promoting it and protecting it all while earning the royalties you deserve Introduction to Music Publishing for Musicians Second Edition is the essential guide written by two seasoned musicians and industry pros In this new edition you ll discover New AI tools and how to use themNew Spotify and other DSP royalty ratesUpdated strategies for pitching placing and monetizing songsCutting edge digital analytics for monitoring and promoting songsNew developments for registering with collecting societies and organizations Updated strategies for landing that major music publishing dealAnd so much more This book is organized into eight clear and concise sections 1 The Basics of Copyrights 2 Types of Publishing Income 3 Publishing Companies and Types of Deals 4 Creative Matters of Music Publishing 5 Interviews with Today s Creative Pros 6 Interviews with Today s Business Pros 7 Key Insights on Music Publishing s Future and 8 It s a Wrap Bobby Borg and Michael Eames have created a simple easy to read overview of today s music publishing industry that is perfect for both students and working musicians who want quick up to date credible and relatable information so that they can get back to doing what they like best creating music **Social Media** Regina Luttrell,2016-08-19 Updated to reflect the latest technological innovations and challenges the second edition of Social Media How to Engage Share and Connect will help readers understand and successfully use today s social media tools Luttrell s text offers a thorough history of social media and pioneers of the field chapters on specific subjects such as photo sharing video crisis communication ethics and sticky social among others discussions on appropriate use of social media in public relations where the profession stands today and where it is headed in the future and real world examples of successful social media campaigns This book will become your go to reference guide for all things social media related as it applies to public relations and the everyday duties of PR professionals **Advanced Fire & Emergency Services Administration with Navigate Advantage Access** Randy R Bruegman,2022-12-06 Advanced Fire and Emergency Services Administration Second Edition includes all of the information necessary to provide the current or future chief officer with the knowledge to lead and prepare their organization while making the necessary shifts to be relevant and sustainable in the future The text is designed to be a progressive primer for students who are seeking more knowledge about fire and emergency service administration It demonstrates the importance of the following skills necessary to manage and lead a fire and emergency services department through the challenges and changes of the 21st century Persuasion and influence Accountable budgeting Anticipation of challenges and the need for change Using specific management tools for analyzing and solving problems With Advanced Fire

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