



# Contagious: Why Things Catch On

*Jonah Berger*

Download now

[Click here](#) if your download doesn't start automatically

# Contagious: Why Things Catch On

Jonah Berger

## Contagious: Why Things Catch On Jonah Berger

*New York Times* bestseller and named Best Marketing Book of 2014 by the American Marketing Association

What makes things popular? 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?

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 this book, 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 and YouTube videos.

*Contagious* combines groundbreaking research with powerful stories. Learn how a luxury steakhouse found popularity through the lowly cheese-steak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the seemingly most boring products there is: a blender. If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, *Contagious* explains why, and shows how to 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. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious* will show you how to make your product or idea catch on.

 [Download Contagious: Why Things Catch On ...pdf](#)

 [Read Online Contagious: Why Things Catch On ...pdf](#)

## Download and Read Free Online Contagious: Why Things Catch On Jonah Berger

---

### From reader reviews:

#### **Glen Bass:**

This Contagious: Why Things Catch On book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is definitely information inside this book incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This kind of Contagious: Why Things Catch On without we know teach the one who looking at it become critical in contemplating and analyzing. Don't end up being worry Contagious: Why Things Catch On can bring whenever you are and not make your bag space or bookshelves' grow to be full because you can have it within your lovely laptop even phone. This Contagious: Why Things Catch On having excellent arrangement in word along with layout, so you will not truly feel uninterested in reading.

#### **Scott Hicks:**

Spent a free time to be fun activity to try and do! A lot of people spent their free time with their family, or their own friends. Usually they accomplishing activity like watching television, likely to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Might be reading a book can be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the reserve untitled Contagious: Why Things Catch On can be fine book to read. May be it is usually best activity to you.

#### **Veronica Turner:**

Contagious: Why Things Catch On can be one of your starter books that are good idea. Most of us recommend that straight away because this book has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The writer giving his/her effort to put every word into delight arrangement in writing Contagious: Why Things Catch On nevertheless doesn't forget the main level, giving the reader the hottest and also based confirm resource information that maybe you can be among it. This great information may drawn you into new stage of crucial thinking.

#### **Lowell Decoteau:**

Beside this kind of Contagious: Why Things Catch On in your phone, it can give you a way to get closer to the new knowledge or information. The information and the knowledge you may got here is fresh from oven so don't be worry if you feel like an outdated people live in narrow commune. It is good thing to have Contagious: Why Things Catch On because this book offers for your requirements readable information. Do you sometimes have book but you do not get what it's all about. Oh come on, that wil happen if you have this in your hand. The Enjoyable blend here cannot be questionable, including treasuring beautiful island. Use you still want to miss this? Find this book and also read it from now!

**Download and Read Online Contagious: Why Things Catch On  
Jonah Berger #FVWCBJQZNUX**

## **Read Contagious: Why Things Catch On by Jonah Berger for online ebook**

Contagious: Why Things Catch On by Jonah Berger Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read  
Contagious: Why Things Catch On by Jonah Berger books to read online.

### **Online Contagious: Why Things Catch On by Jonah Berger ebook PDF download**

**Contagious: Why Things Catch On by Jonah Berger Doc**

**Contagious: Why Things Catch On by Jonah Berger Mobipocket**

**Contagious: Why Things Catch On by Jonah Berger EPub**