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the Wharton professor and author of a groundbreaking book on "Why Things Catch we ll profile Jonah Berger, His new book Contagious: Why Things Catch

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Contagious: Why Things Catch On By Jonah Berger (Simon and Schuster; March 5, 2013)

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Heidi Cohen Interviews Jonah Berger What s your best piece of advice for readers looking to improve their marketing and why is it so important?

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Jonah Berger is as creative and thoughtful as he is spunky and playful. Looking at his research, much like studying a masterpiece in a museum, provides the

### **Jonah berger - marketing department**

Bestseller Contagious: Why Things Catch On. For most recent news and research, see [jonahberger.com](#) . Jonah Berger is an expert on word of mouth, social influence

### **Jonah berger | linkedin**

Wharton Professor and Author of NYT Bestseller, Contagious: Why Things Catch On

### **Contagious: why things catch on | 2013-04-10 |**

If you said advertising, think again, says author Jonah Berger in his new book, Contagious: Watch "Contagious: Why Things Catch On" on SUCCESS Videos.

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Contagious: Why Things Catch On. by Jonah Berger. Simon & Schuster, 2013. 256 pages . When Apple s iPhone 5s was recently released, long lines of Apple aficionados

### Contagious : why things catch on by jonah berger

Contagious : Why Things Catch on (Jonah Berger) at Booksamillion.com. Wharton marketing professor Jonah Berger has spent the last decade answering these questions.

### Jonah berger - wikipedia, the free encyclopedia

His 2013 book Contagious: Why Things Catch On is a New York Times and Wall Street Journal bestseller. Zoey Chen and Jonah Berger (2013), When, Why,

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Contagious: Why Things Catch On. What makes things popular? Word of mouth is 10 times as effective as traditional advertising, but why do people talk about and share

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### **Why ideas and products become contagious: the**

Feb 10, 2013 Jonah Berger, author of "Contagious: Why Things Catch On," weighs in on why cats go viral, whether Twitter's Vine will die out, if the Nike FuelBand is a

### **Contagious: why things catch on by jonah berger -**

Tutor Description: New York Times bestseller What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to