

# Contagious Why Things Catch On

## Chapter 1 : Contagious Why Things Catch On

Introduction: why things catch on § there are lots of examples of things that have caught on. social epidemics are instances where products, ideas, and behaviors diffuse through a population. they start with a small set of individuals or organizations and spread, often from person to person, almost like a virus. It. jonah berger's book, contagious: why things catch on, provides a formal framework for how to succeed using social media. about those ill-fated justin bieber cds: george wright, the marketing director for blendtec, a small household kitchen blender manufacturer, used his \$50 budget to purchase marbles, golf balls, a rake and a white lab coat. Introduction: why things catch on why \$100 is a good price for a cheesesteak . . . why do some things become popular? . . . which is more important, the message or the messenger? . . . can you make anything contagious? . . . the case of the viral blender . . . six key steps. 1. social currency when a telephone booth is a door . . . A summary of the book . contagious . why things catch on . by jonah berger . summary by kim hartman . this is a summary of what i think is the most important and insightful parts of the book. Reading group guide for contagious: why things catch on by jonah berger jonahbergerm 3 wow. good question. one thing i recently shared was a new york times article that has a quote related to a research project we're working on. Jonah berger's contagious: why things catch on is an examination of why and how some things catch on and others do not. through interesting and thought-provoking anecdotes, berger illustrates contagious is full of fascinating thoughts and ideas that leave the reader intrigued and satisfied. Response that helps organisms catch food or flee from predators. arousal kindles the fire. arousal is the reason why funny things get shared. offering practical value helps make things contagious. sharing practical valuable content is like a modern-day barn-raising. a community project.

Contagious: why things catch on jonah berger synopsis 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 and in this book he reveals the secret • contagious: why things catch on. jonah berger (simon & schuster, 2013). describes the research-based steps for generating word-of-mouth, making ideas and products contagious. the face-to-face book: why real relationships rule in a digital marketplace. ed keller and brad fay (free press, 2012). Contagious jonah berger . jonah berger jonahbergerm @j1berger . @j1berger jonahbergerm "word of mouth generates more than twice the sales of paid advertising in categories as diverse as skincare and mobile phones" --mckinsey quarterly . @j1berger jonahbergerm . @j1berger jonahbergerm six key Contagious: why things catch on. jonah berger (simon & schuster, 2013). describes the research-based steps for generating word-of-mouth, making ideas and products contagious. the face-to-face book: why real relationships rule in a digital marketplace. ed keller and brad fay (free press, 2012). Contagious why things catch on by jonah berger 1. ontagious public exposure makes things easier to catch on, in part because we like to imitate what we see others doing. the psychology of imitation explains why we're reluctant to take a table at an empty restaurant. we prefer one full of diners. There are definitely some cat things that become popular, but that really doesn't tell us anything about why most things go viral. it doesn't tell us why some cat videos are shared and others aren't, and it doesn't tell us

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