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CONTAGIOUS: WHY THINGS CATCH ON



Simon & Schuster. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 8.5in. x 5.7in. x 1.0in.New York Times bestsellerWhat makes things popularIf you said advertising, think again. People dont 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. Hes studied...

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- Authored by Jonah Berger
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