

Contagious Things Catch Jonah Berger

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive success then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the million-dollar executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, and making them buy back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or anyone who wants to grow their business. "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Why are some products and ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face-to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our decisions. More than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions.It is between 8.5 and 30 times more effective than traditional media.But want to know the best thing about word-of-mouth? It's available to everyone.Whether you're a Fortune 500 company trying to increase sales, a coach trying to fight obesity, or a newbie politician running for city council, word-of-mouth can help you succeed. And you don't have to have millions of dollars to spend on an advertising budget. You just have to get people to talk.The challenge, though, is how to do that. This book will show you how.

ContagiousWhy Things Catch OnSimon and Schuster

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 a 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 the six principles. 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: Why Things Catch On 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 and Analysis of Contagious: Why Things Catch On

The Tipping Point

Selling the Invisible

The Smashing Idea Book

SUMMARY - Contagious: Why Things Catch On By Jonah Berger

The Proven Formula That Works

A Few Things I Learned While Growing To 100 Million Users - And Losing \$78 Million

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

* 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!

NEW YORK TIMES BESTSELLER • “A fascinating look at how consumers perceive logos, ads, commercials, brands, and products.”—Time How much do we know about why we buy? What truly influences our decisions in today’s message-cluttered world? In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can “cool” brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? Buyology is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

Superfandom: How Our Obsessions are Changing What We Buy and Who We Are

How to stop managing and start leading

The Hidden Forces that Shape Behavior

Decisive

35 Social Steps to Become the Leader You Were Meant to Be

Social Media Marketing For Dummies®

The state of California votes on secession in the wake of a divisive presidential election in this gripping, prescient novel of marriage, family, and the profound moments that shape our lives. Doctor Julie Walker has just signed her divorce papers when she receives news that her younger sister, Heather, has gone into labor. Though theirs is a strained relationship, Julie sets out for the hospital to be at her sister's side—no easy task since the streets of San Francisco are filled with tension and strife. Today is also the day that Julie will find herself at the epicenter of a violent standoff in which she is forced to examine both the promising and the painful parts of her past—her Southern childhood; her romance with her husband, Tom; her estrangement from Heather; and the shattering incident that led to her greatest heartbreak. Infused with emotional depth and poignancy, Golden State takes readers on a journey over the course of a single, unforgettable day—through an extraordinary landscape of love, loss, and hope. Praise for Golden State “A stirring look at the ties that bind husband-wife, mother-child and even sisters, and what happens when they're torn asunder. Set in a San Francisco chafing with unrest both political and personal, the world Richmond creates is exquisitely charged with regret and hope.”—Family Circle “[A] riveting read that can be recommended to fans of Jodi Picoult and Jacquelyn Mitchard. . . . Mesmerizing and intricate, Richmond's dissection of a California on the violent brink of secession from the nation provides the backdrop to her deeper inspection of the uneasy, fragile relationship between siblings.”—Booklist (starred review) “[An] amazing, turbulent novel woven of disparate threads. . . . Nearly every feature of this mesmerizing novel is provocative, as Richmond explores the fragmented, hopeful lives of complex characters. This is gripping, multilayered must-read fiction.”—Library Journal (starred review) “An exciting premise. . . . skillfully written. . . . Julie's past and her relationship with the other characters are scrutinized as the clock ticks. It's an interesting and sometimes-disturbing study.”—Kirkus Reviews “Richmond takes readers through a bittersweet, heartwarming tale of a woman on the cusp of life-changing events in both her personal and professional lives. . . . Once invested, the reader is carried away by this action-packed, poignant story, making this a tale that will live in the heart of the reader once the last page is read.”—RT Book Reviews “This is a thoughtful book about how past circumstances change us into the people we are today, for the good or bad. Julie is a sympathetic and relatable character, and readers will definitely feel for her as she goes through her life-changing day.”—The Parkersburg News and Sentinel “Richmond. . . . delivers a page-turner.”—San Jose Mercury News “A breathtaking read and one I'll not soon forget.”—Melanie Benjamin, author of The Aviator's Wife Look for special features inside. Join the Random House Reader's Circle for author chats and more.

If you take a chain, pile it up and then push it, what direction will it go? Nowhere you can predict and not very far. If you take it by the end and pull it, which way will it go? It will follow you. Leadership is not about what sets you apart from those you lead—it's about what binds you together. It is not about controlling others—it's about trusting others. It's not about your achievements—it's about unleashing your team's greatness. In short, leadership really isn't about you—it's about your people. Take Bob Davids, co-author of this book and successful leader of six businesses in fields as diverse as engineering and winemaking. His achievements often came thanks to being able to refrain from acting when others might have found intervening irresistible. By trusting his employees to be better than him in their area of responsibility and letting them act, Bob unleashed the human greatness that no one else—including employees themselves—suspected. Yet to lead without acting does not mean doing nothing. It means creating conditions in which things happen by themselves. Leadership Without Ego is about a transformation of the concept of leadership in the past two decades: a change of beliefs about how best to lead, along with radically different leadership practices. The ideas in this book have already changed the fortunes of hundreds of businesses and the lives of tens of thousands of employees. They can do the same for your business, your people—and you.

Bestselling author Marisa Silver takes Dorothea Lange's Migrant Mother photograph as inspiration for a story of two women—one famous and one forgotten—and their remarkable chance encounter. In 1936, a young mother resting by the side of the road in central California is spontaneously photographed by a woman documenting migrant laborers in search of work. Few personal details are exchanged and neither woman has any way of knowing that they have produced one of the most iconic images of the Great Depression. In present day, Walker Dodge, a professor of cultural history, stumbles upon a family secret embedded in the now-famous picture. In luminous prose, Silver creates an extraordinary tale from a brief event in history and its repercussions throughout the decades that follow—a reminder that a great photograph captures the essence of a moment yet only scratches the surface of a life.

Good luck isn't just chance—it can be learned and leveraged—and The Serendipity Mindset explains how you can use serendipity to make life better at work, at home—everywhere. Many of us believe that the great turning points and opportunities in our lives happen by chance, that they're out of our control. Often we think that successful people—and successful companies and organizations—are simply luckier than the rest of us. Good fortune—serendipity—just seems to happen to them. Is that true? Or are some people better at creating the conditions for coincidences to arise and taking advantage of them when they do? How can we connect the dots of seemingly random events to improve our lives? In The Serendipity Mindset, Christian Busch explains that serendipity isn't about luck in the sense of simple randomness. It's about seeing links that others don't, combining these observations in unexpected and strategic ways, and learning how to detect the moments when apparently random or unconnected ideas merge to form new opportunities. Busch explores serendipity from a rational and scientific perspective and argues that there are identifiable approaches we can use to foster the conditions to let serendipity grow. Drawing from biology, chemistry, management, and information systems, and using examples of people from all walks of life, Busch illustrates how serendipity works and explains how we can train our own serendipity muscle and use it to turn the unexpected into opportunity. Once we understand serendipity, Busch says, we become curators of it, and luck becomes something that no longer just happens to us—it becomes a force that we can grasp, shape, and hone. Full of exciting ideas and strategies, The Serendipity Mindset offers a clear blueprint for how we can cultivate serendipity to increase innovation, influence, and opportunity in every aspect of our lives.

Contagious

Everybody Writes

Wired for Story

The Serendipity Mindset

How to Build Word of Mouth in the Digital Age

Based on the Book by Jonah Berger

Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You

The founder of the Foundation for Community Encouragement draws on his counseling experience to lead readers to the spiritual simplicity that lies on the other side of complexity and explains how to cope with the fears and shortcomings of life

Explores the subtle, secret influences that affect the decisions we make—from what we buy, to the careers we choose, to what we eat.

PLEASE NOTE: THIS IS A COMPANION TO THE BOOK AND NOT THE ORIGINAL BOOK. Guide to Jonah Berger's Contagious 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... Inside this companion: -Overview of the book -Important People -Key Takeaways -Analysis of Key Takeaways -and much more!

#1 Best-Seller in 5 Startup & Entrepreneurship Categories *Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: * IGNITE EXPLOSIVE GROWTH by creating a remarkable product * Identify the ONLY 3 METRICS THAT MATTER * Explore valuable VIRAL GROWTH strategies to grow rapidly * Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users * Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon. Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

Made to Stick

Mary Coin

All Marketers are Liars

Biz Books to Go - A Field Guide to Modern Marketing

How Everything We Believe About Why We Buy is Wrong

Spiritual Growth in an Age of Anxiety

Success in 50 Steps

A game-changing framework for staying top of mind with your audience—from the No. 1 company dominating content marketing What do many successful businesses and leaders have in common? They’re the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It’s the winning approach John Hall used to build Influence & Co. into one of “America’s Most Promising Companies,” according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals: • how consumer needs and expectations have changed and what this shift means for you • how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you • proven methods for using digital content to enrich your target audience’s lives in ways that build real, lasting trust Whether you’re a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience’s minds will increase the likelihood that the moment they need to make a choice, you’ll be the first one they call. There’s no better way to drive opportunities that result in increased revenue and growth. Business is never “just” business. It’s always about relationships. It’s always about a human connection. When you’re viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.

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.

Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you’ve got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That’s true whether you’re writing a listicle or the words on a Slideshare deck or the words you’re reading right here, right now... And so being able to communicate well in writing isn’t just nice; it’s necessity. And it’s also the oft-overlooked cornerstone of nearly all our content marketing. In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It’s designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you’re a big brand or you’re small and solo. Sections include: How to write better. (Or, for “adult-onset writers”: How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. “Things Marketers Write”: The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

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!

Guide to Jonah Berger’s Contagious

Why Some Ideas Survive and Others Die

Review and Analysis of Berger’s Book

Clarify Your Message So Customers Will Listen

How to Build Habit-Forming Products

Your Go-To Guide to Creating Ridiculously Good Content

Truth and Lies About Why We Buy

From the bestselling author of The Bomber Mafia: discover Malcolm Gladwell’s breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. “A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world.” —Michael Lewis

The long-anticipated inside look at the extraordinary career of the man who brought Sexy Back, the legendary producer in the pantheon of music greats as influential and groundbreaking as Motown’s Berry Gordy and a memoir of the creative process. Hailed by the New Yorker as “the eminence grise behind half of what is great in the Top Forty these days,” world-renowned producer Timbaland has been a fixture on the pop charts, with more top-ten hits than Elvis or the Beatles. An artist whose fans are multi-racial and multi-generational, Timbaland works with the hottest artists, from Mariah Carey and Missy Elliott to Justin Timberlake, Nelly Furtado, Madonna, and his childhood friend, Pharrell Williams. Yet this celebrity is a uniquely private man who shuns parties, stays out of gossip columns, and rarely gives interviews. Deliberately choosing to tour by bus and conspicuously bling-free, he maintains a low-key lifestyle. If he’s not at the recording studio, he is at home with his family. In The Emperor of Sound, Timbaland offers fans an unprecedented look into his life and work. Completely uncensored and totally honest, he reveals the magic behind the music, sharing the various creative impulses that arise while he’s producing, and the layering of sounds that have created dozens of number one hits. Cinematically written, full of revealing anecdotes and reflections from today’s most popular music icons, The Emperor of Sound showcases this master’s artistry and offers an extraordinary glimpse inside this great musical mind.

While other children were daydreaming about dances, first kisses, and college, Jodee Blanco was trying to figure out how to go from homeroom to study hall without being taunted or spit upon as she walked through the halls. This powerful, unforgettable memoir chronicles how one child was shunned—and even physically abused—by her classmates from elementary school through high school. It is an unflinching look at what it means to be the outcast, how even the most loving parents can get it all wrong, why schools are often unable to prevent disaster, and how bullying has been misunderstood and mishandled by the mental health community. You will be shocked, moved, and ultimately inspired by this harrowing tale of survival against insurmountable odds. This vivid story will open your eyes to the harsh realities and long-term consequences of bullying—and how all of us can make a difference in the lives of teens today.

Success in 50 Steps has been 10 years in the making, with the author researching and compiling over 500 book summaries into video, audio and written format on his website Bestbookbits.com. The book takes the reader through the steps of taking their dreams out of their head and making them a reality. Walking the reader through the steps to success such as dreams, passions, desire, purpose, goals, planning, time, knowledge, ideas, thinking, beliefs, attitude, action, work, habits, happiness, growth, failure, fear, courage, motivation, persistence, discipline, results and success. With the pathway to success outlined in 50 easy steps, anyone can put into practice the wisdom to take their personal dreams and goals out of their head into reality. Featuring a treasure trove of quotations from the legends of personal development such as Tony Robbins, Jim Rohn, Napoleon Hill, Les Brown, Zig Ziglar, Wayne Dyer, Brian Tracy, Earl Nightingale, Dale Carnegie, Norman Vincent Peale, Og Mandino and Bob Proctor to name a few, let this book inspire you to become the best version of yourself.

One Woman’s Inspirational Story

Buyology

The Greatest Networker in the World

Contagious: by Jonah Berger | Summary & Analysis

Golden State

From Inspiration to Application

Building a StoryBrand

Presents a collection of design ideas and more than seven hundred examples from websites to help create an effective Web site.

Develop and expand your innate leadership abilities through daily exercises and challenges designed to help you grow into the leader you want to be and prepare you or the job you were made to have. A recent Harvard Business Review article outlining a study of over 17,000 leaders found that although, on average, people begin to supervise others at age 30, most do not start to receive formal leadership training until their forties. Don’t wait for training that doesn’t come until it’s too late. The Five-Week Leadership Challenge is an invaluable guide to help any aspiring leader begin a daily practice of exercises and challenges designed to develop and expand your innate leadership ability as quickly as possible. Patrick Leddin has served as a U.S. Army airborne, infantry, and ranger-qualified officer, founded and ran successful businesses, and trained thousands of leaders. In The Five-Week Leadership Challenge, Leddin shows you how to quickly build standout leadership skills so that when the next opportunity comes along, you’re the only person for the job. The Five-Week Leadership Challenge: Includes 35 daily challenges designed to quickly develop standout leadership skills. Outlines the leadership habits you can practice regularly that get you noticed—and promoted, based on Leddin’s experience training and consulting thousands of leaders all over the world. Encourages you to share your completion of the leadership challenge on social media to exponentially expand your networking opportunities and receive bonus content and access to additional author tools.

Presents an analysis of current marketing trends, maintaining that the marketing campaigns that succeed are those that cater to the inclination of consumers to believe the best story, irrespective of the facts.

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.

Leadership without Ego

Explosive Growth

Hooked

The Power of Telling Authentic Stories in a Low-trust World

Please Stop Laughing at Me

Summary of Contagious

A Novel

Upper Saddle River, N.J. : Creative Homeowner,

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don’t The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it’s being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of Martin Lindstrom’s groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. Buyology shares the fruits of this research, revealing for the first time what actually goes on inside our heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes.

"This guide reveals how writers can take advantage of the brain’s hard-wired responses to story to captivate their readers’ minds through each plot element"—Provided by publisher.

Summary: Contagious

How to Make Better Choices in Life and Work

Hacking Growth

The Writer’s Guide to Using Brain Science to Hook Readers from the Very First Sentence

The Emperor of Sound

The Art and Science of Creating Good Luck

Why Things Catch On

“The MLM Classic.”—Richard Poe, author of Wave 3 Network marketing is a burgeoning field, and it can be a frustrating and difficult experience. There are many who have achieved minimal success, and many more who have made no money at all. With these discouraging figures, how can one become a member of the successful elite? Millions agree that the best way to do this is to spend some time with The Greatest Networker in the World. John Milton Fogg’s extended parable is the story of a young man on the verge of quitting the multilevel marketing business. As he prepares to give his final opportunity meeting, he meets the individual everyone refers to as The Greatest Networker in the World. This warm and wise man takes in his young counterpart and shows him the trade secrets so he too can become a successful network marketer. The young man soon learns that the trade secrets have very little to do with conventional marketing techniques. In fact, he has to unlearn everything he thought he knew about business. “The paradigm of network marketing is so fundamentally different and distinct from all other paradigms of business, that it requires a pretty complete shift from the way we normally view business to appreciate and understand it.” The new paradigm is built around one’s habits of thought and discovering that the secrets to network marketing success are within oneself. The values of responsibility, team building, and caring for one’s downline play a much more important role than competitive promotion and advertising. A critical skill for all marketers is the ability to teach people to teach others. Once one has mastered the new paradigm of multilevel marketing, he needs to not only show his downline how to master it, but also how to teach those techniques to others. This leads to greater leadership within the organization, more stability, improved productivity, and as a result, long-lasting success.

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 audiobook, Contagious discipline making, Contagious why things catch on by jonah berger

The New York Times bestseller that explains why certain products and ideas become popular. “Jonah Berger knows more about what makes information ‘go viral’ than anyone in the world.” —Daniel Gilbert, author of the bestseller Stumbling on Happiness What makes things popular? 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 Contagious, 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. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most boring products there is: a blender. Contagious provides specific, actionable techniques for helping information spread—for designing messages, advertisements, and content 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.

An in-depth look at the influence of fans—society's alpha consumers—on our lives and culture. As fandom sheds its longtime stigmas of geekiness and hysteria, fans are demanding more from the celebrities and brands they love. Digital tools have given organizations—from traditional businesses to tech startups—direct, real-time access to their most devoted consumers, and it's easy to forget that this access flows both ways. This is the new "fandom-based economy": a convergence of brand owner and brand consumer. Fan pressures hold more clout than ever before as audiences demand a say in shaping the future of the things they love. In Superfandom, Zoe Fraade-Blanan and Aaron M. Glazer explain this new era of symbiosis. For producers, it can mean a golden opportunity: brands such as Polaroid and Surge, preserved by the passion of a handful of nostalgic fans, can now count on an articulate, creative, and, above all, loyal audience. Yet, the new economy has its own risks—it's also easier than ever for companies to lose their audience's trust, as Valve did when it tried to introduce a paid mod system for its Skyrim video game. Examining key cases that span a wide range of consumer markets, Fraade-Blanan and Glazer explain why some kinds of engagement with fans succeed and some backfire. Throughout, the authors probe fandom's history, sociology, and psychology. From the nineteenth-century American Alice Drake, who bribed her way into the houses of her favorite European composers, to Hatsune Miku, the Japanese virtual celebrity whose songs are composed entirely by fans, the dynamics of fandom—the activities we perform to show we belong to a group of people with common interests—may be as old as culture itself. For groupies of financier Warren Buffet and enthusiasts of Cards Against Humanity alike, the consumer relationship has been transformed. Superfandom is an essential guide for those who care about, contribute to, and live in our rapidly expanding fan-driven economy.

Cirque Du Freak

A Memoir

Summary, Analysis & Review of Jonah Berger's Contagious by Instaread

Invisible Influence

How Today's Fastest-Growing Companies Drive Breakout Success

The Road Less Traveled and Beyond

How Little Things Can Make a Big Difference

Explains why some products and ideas go "viral," citing the roles of word-of-mouth promotion and the Internet.

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions--in our lives, careers, families and organizations. In Decisive, Chip Heath and Dan Heath, the bestselling authors of Made to Stick and Switch, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In Decisive, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

NEW YORK TIMES BESTSELLER "The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In Made to Stick, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. Made to Stick will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, Made to Stick shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: " Practical insights to create user habits that stick. " Actionable steps for building products people love. " Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

The Five-Week Leadership Challenge