

## CONTAGIOUS BERGER%0A

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[Contagious](#) Jonah Berger

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 services and ideas within organizations.

[Contagious: Why Things Catch On, Book by Jonah Berger ...](#)

Jonah Berger is an associate professor of marketing at the Wharton School at the University of Pennsylvania. Berger has been recognized with a number of awards for both scholarship and teaching. He is the author of *Contagious: Why Things Catch On*, a 2016 New York Times bestseller, and *Invisible*.

[Contagious ? Jonah Berger ~ Lintasan](#)

[Contagious ? Jonah Berger](#) Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and author of the recent New York Times and Wall Street Journal

[Contagious: Why Things Catch On by Jonah Berger](#)

[Contagious, Why Things Catch On by Jonah Berger](#), published by Simon and Schuster. Category Business I can't remember the last time a business book had me up all night reading. Although I am retired I found this book fascinating on several levels. Jonah Berger is a professor at the Wharton School at the University of Pennsylvania. He has studied Marketing and has come up with six [Contagious: Why Things Catch On: 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*).

[Jonah Berger, author of Contagious: Why Things Catch On](#)

*Contagious* does provide some interesting insights into factors that can help make an idea, a video, a commercial or a product become infectious, but it's a book that remains heavily

[Contagious: Why Things Catch On \[Speed Summary\]](#)

[Contagious - Why Things Catch On](#) Author: Jonah Berger  
Publisher: Simon and Schuster  
Publication: 2013  
Ever since Gladwell's *Tipping Point*, the business press has been

adding flesh to the bare bones theory that what make's a product or idea 'go viral' is 1) The Law of the Few (seed with influencers), 2) The Stickiness Factor (play to **Contagious: Why Things Catch On - Summary - The Power Moves**

Contagious: Why Things Catch On is an in depth and well organized analysis of viral products. Jonah Berger tells us exactly what qualities our products need to have to drive word of mouth and become viral.

**A summary of the book Contagious - Kim Hartman**  
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.

**Contaglous by Jonah Berger - Sam Thomas Davies**  
This is a book summary of Contagious by Jonah Berger. Read this Contagious summary to review key takeaways and lessons from the book. Read this Contagious summary to review key takeaways and lessons from the book.

**Contagious: Why Things Catch On | Viral Marketing**  
The power of word of mouth to set the stage for a product, person or idea to go viral and become a part of the fabric of our lives is the latest epiphany to rattle the rafters of the marketing