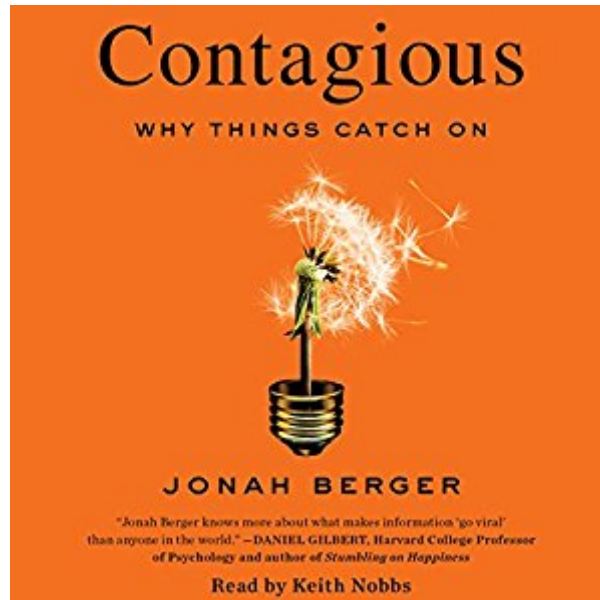


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# Contagious: Why Things Catch On



## Synopsis

Why do certain products and ideas go viral? Dynamic young Wharton professor Jonah Berger draws on his research to explain the six steps that make products or ideas contagious. Why do some products get more word of mouth than others? Why does some online content go viral? Word of mouth makes products, ideas, and behaviors catch on. It's more influential than advertising and far more effective. Can you create word of mouth for your product or idea? According to Berger, you can. Whether you operate a neighborhood restaurant, a corporation with hundreds of employees, or are running for a local office for the first time, the steps that can help your product or idea become viral are the same. Contagious is filled with fascinating information drawn from Berger's research. You will be surprised to learn, for example, just how little word of mouth is generated online versus elsewhere. Already praised by Dan Ariely and Dan Gilbert, and sold in nine countries, this book is a must-listen for people who want their projects and ideas to succeed.

## Book Information

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## Customer Reviews

With entertaining stories and compelling experiments, Jonah Berger, a professor from Wharton, captures the essence of what makes things contagious — catch on. The six STEPPS principles are 1. Social Currency (we share things that make us look good); 2. Triggers (we share whatever is top of mind and becomes a “tip of tongue”); 3. Emotion (we share what we care about); 4. Public (we share what’s visible and shows); 5. Practical Value (we share what’s useful).

useful); and 6. Stories (we share what gets carried in stories). This book is an informative and entertaining read.

This book is the perfect handbook for any novice business person trying to launch a new product or promote their business. The book is split up into six chapters, each tackling their own part of Berger's STEPPS theory - Social currency, triggers, emotion, public, practical value and stories. This simple structure makes it easy to follow along and the lack of technicality makes this book practical for anyone with little background in the field of business. Also, Berger's use of modern examples brings his theories to life and creates a more relatable concept in the minds of his readers. He uses a conversational style of writing, constantly engaging the reader and making them apply the concepts to areas of their own lives. All in all, I think this book is an informative and funny read for any potential entrepreneur or aspiring business person.

I enjoyed this book and I think it is a great reading for someone thinking about starting a business because it gives you many things to consider and also for someone who is trying to improve a business. I am currently enrolled in a survey entrepreneurship course at the University of Baltimore and I was selected to read this book. I really enjoyed the reading because it helped me see how I can change things within my mock business venture that my group and I are developing in our course. I like how the author refers to the 6 "stepps" with his acronym and he explains how the stepps influence things to "catch on". He discusses social currency ,the ways people view products and how they make themselves look to others; Triggers, how certain things make you think of a product such as the Mars bar; Emotion, how your feelings make you look at a product; Public, how your product branding looks and catches the public eye; Practical Value, the actual value of a product not monetary value but how it can benefit the customer and Stories, how your product tells a story and how they story sticks to a customer and reminds them of your product or services. The thing I enjoyed most about this reading is that it related to all real life examples such as local restaurants in Philadelphia and the secret spot in New York which I now want to go visit. I also enjoyed reading about how certain things work and why they work and how the ideas were discovered like the facts underneath of the Snapple lids and how it improved sales for the company. I really recommend this book for anyone taking an entrepreneurship class and anyone looking to make their product "catch on" it helps you think about all aspects of starting a business/ becoming an entrepreneur.

I am a musician and while I have built a pretty good social media and Internet following over the past two years this book provided me with lots of really good insights about why things get shared, who shares them, and how to design something for maximum shareability. It is easy to read, and most of the information can be applied pretty directly with a little bit of thought. I would recommend it to anyone who is familiar with the basics of marketing and wants to take it to a more effective level. To be very honest I would not recommend this for someone who is just beginning figuring out social media or personal marketing. It is more of a book about concepts that you can take and apply to systems you already know. Very happy with this purchase. I own both the audiobook and the physical copy. I go back to it regularly as a reference book.

Jonah Berger's book, *Contagious: Why things catch on*, discusses why some businesses do well or "take off" while other businesses fail quickly. Most people would say that the answer is in advertising. Well, according to this book, they would be very wrong. Word of Mouth & Social Transmission are the biggest reasons why businesses do well. I really liked this book because it was an enjoyable read but also very easy to understand. Jonah Berger was not using vocabulary that most people do not know. He talked about many different way people talk / socially transmit, not just one way. The book was also kind of interactive; the book would ask you questions & make you think while reading which helped keep me interested the entire time. I did not find many things that I didn't like but I felt like the book was going against many of the classes that I have already taken. Many classes I took were being hard on marketing & advertising but the book was saying people to people interaction was most effective. Based off of their reasoning, I am agreeing with this book. This is a good book for an Entrepreneurship student because it is an easy read but also what they say makes sense (I do not want to give it all away). I learned / relearned many things & I know many other students can do the same. I am a University of Baltimore Entrepreneurship Student, this was a recommended reading but I will read this again. #ENTR300

I am not a marketing or advertising student/graduate, so I don't know whether a lot of the stuff in here is common marketing knowledge. I am currently studying industrial design and thought this book would be useful and if not useful, at least interesting. I am currently half way through the book, which is great. I think anyone interested in human behavior would enjoy this book and learn a lot from it.

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