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Contagious: How to Build Word of Mouth in the Digital Age Jonah Berger Limited preview - 2013. About the author (2014) 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

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teaching. He is the author of Contagious ...

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The author never uses the word gimmick throughout the book which is surprising, since that is what the book is describing from beginning to end. His first strategy is called Social Currency and it is to get people talking about something they consider remarkable, making people feel like insiders and using gaming theory to build excitement.

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office, or a health official trying to get the word out, Contagious will show you how to make your product or idea catch on . 3 . Introduction: Why things catch on Social epidemics: 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

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Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and internationally bestselling author of Contagious, Invisible Influence, and The Catalyst.He's a world-renowned expert on social influence, word of mouth, and why products, ideas, and behaviors catch on and has published over 50 papers in top-tier academic journals.

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