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Contagious: Why Things Catch On. by Jonah Berger. Simon & Schuster, 2013. 256 pages . When Apple s iPhone 5s was recently released, long lines of Apple aficionados

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Contagious : Why Things Catch on (Jonah Berger) at Booksamillion.com. Wharton marketing professor Jonah Berger has spent the last decade answering these questions.

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Wharton Professor and Author of NYT Bestseller, Contagious: Why Things Catch On

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Bestseller Contagious: Why Things Catch On. For most recent news and research, see jonahberger.com. Jonah Berger is an expert on word of mouth, social influence

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His 2013 book Contagious: Why Things Catch On is a New York Times and Wall Street Journal bestseller. Zoey Chen and Jonah Berger (2013), When, Why,

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Mar 26, 2013 We all know ideas and information spread through word of mouth. But according to Berger, the key to making things really popular happens long before it's

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CONTAGIOUS: WHY THINGS CATCH ON is the New York Times bestselling book by Jonah Berger.

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