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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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Jonah Berger is as creative and thoughtful as he is spunky and playful. Looking at his research, much like studying a masterpiece in a museum, provides the

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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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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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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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the Wharton professor and author of a groundbreaking book on "Why Things Catch" will profile Jonah Berger, His new book Contagious: Why Things Catch

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