

NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —DANIEL GILBERT, author of *Stumbling on Happiness*

ZACK'S FIVE FAVORITE QUOTES AND LESSONS

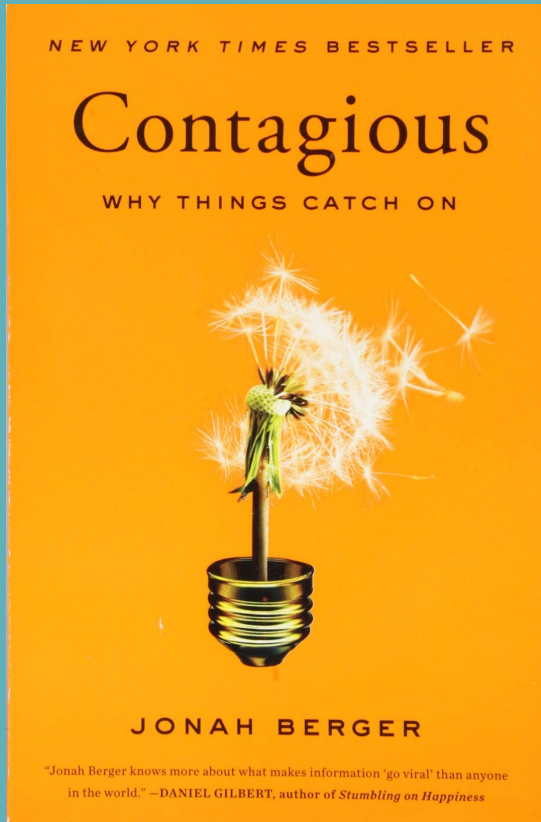
Contagious

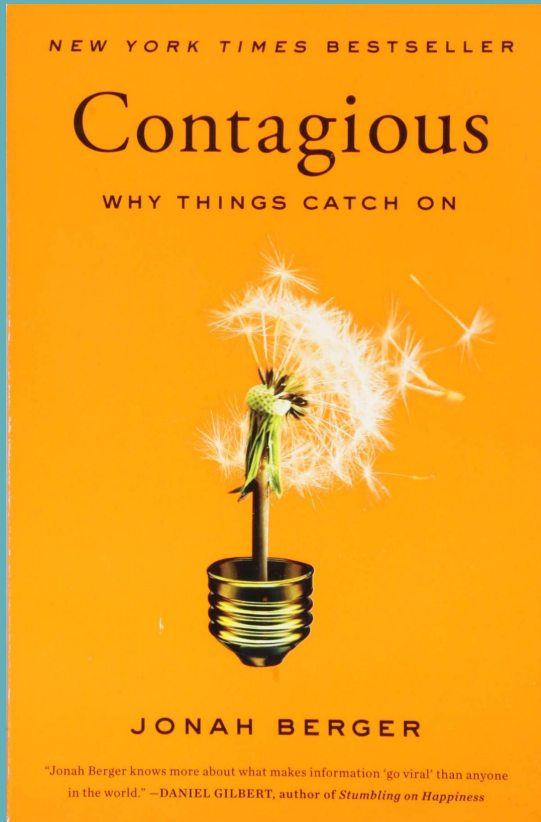
Jonah Berger



Redefinition of *marketing*:

*Marketing isn't about trying to convince people to purchase things they don't want or need. Marketing is about **tapping into their genuine enthusiasm** for products and services that they find useful. Or fun. Or beautiful.*





Emotional vs. informational marketing:

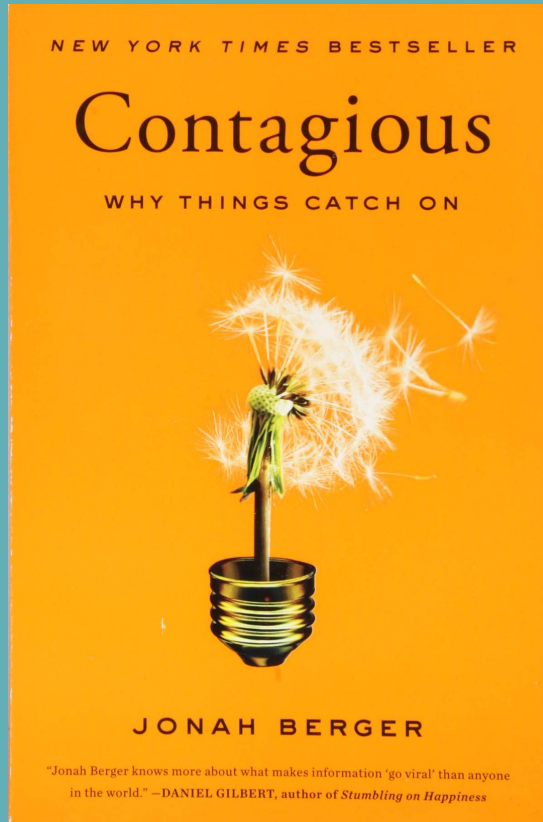
*Emotions drive people to action. They make us laugh, shout, and cry, and they make us talk, share, and buy. So rather than quoting statistics or providing information, we need to **focus on feelings.***

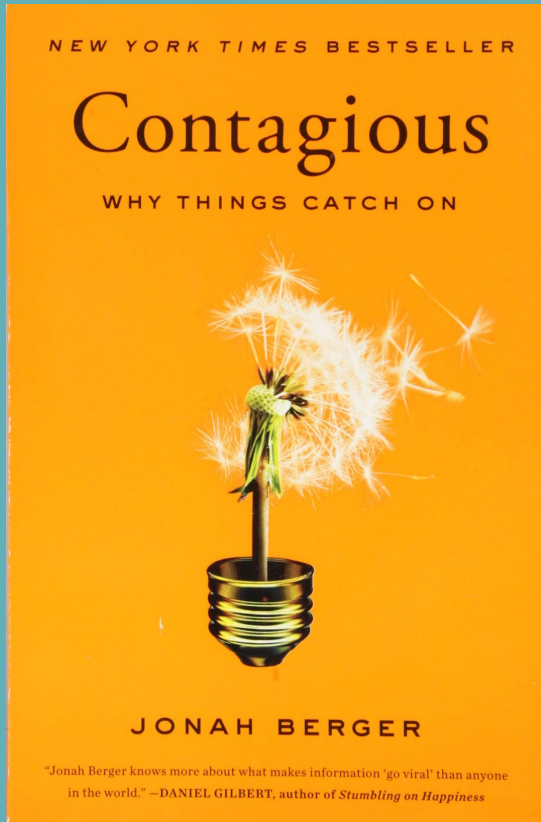


Narrow vs. broad content:

Just because people can share with more people doesn't mean they will. ...

Narrower content may actually be more likely to be shared because it reminds people of a specific friend or family member and makes them feel compelled to pass it along.





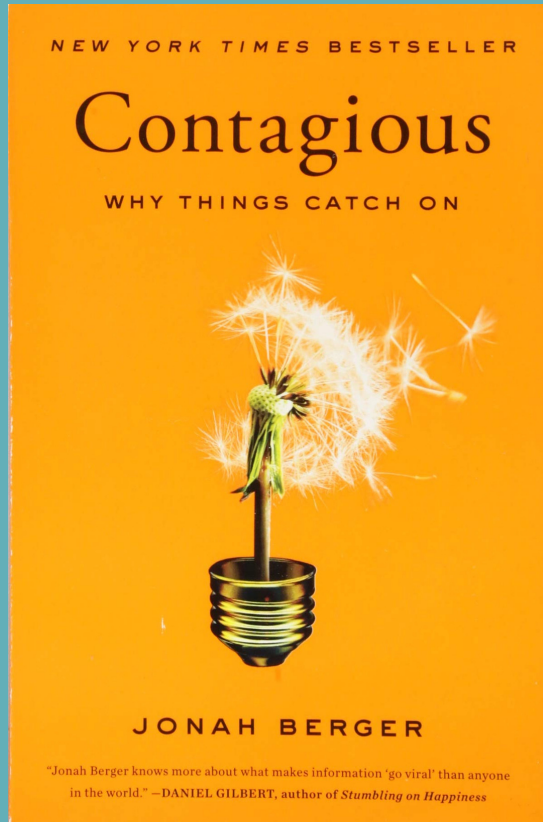
Keeping word-of-mouth focused:

*When trying to generate word of mouth, many people forget one important detail. They focus so much on getting people to talk that they ignore the part that really matters: **what people are talking about.***

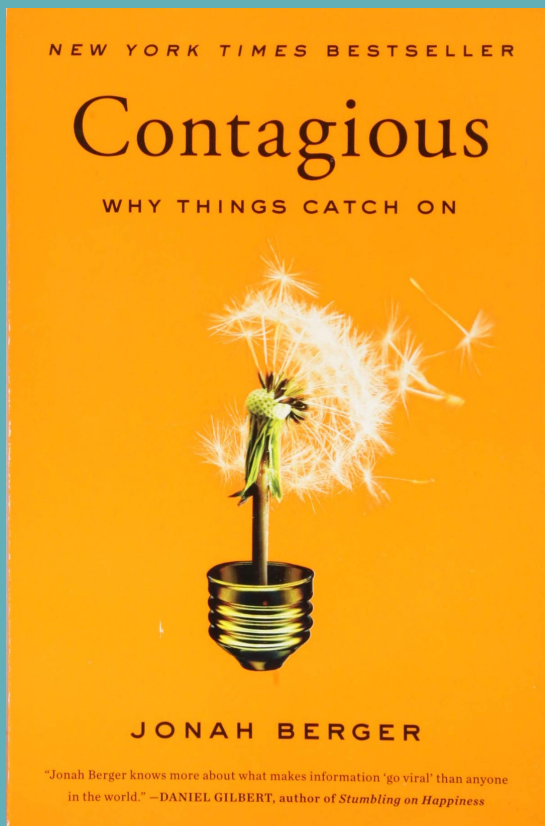


Importance of word-of-mouth:

Contagious products and ideas are like forest fires. They can't happen without hundreds, if not thousands, of regular Joes and Janes passing the product or message along.



Pages 206–207



In the comments below, tag a friend or colleague who should check out this book.



**Compiled and designed by
Zack Raab (zackraab.com)**