

11 Ways Jonah Berger

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Book: Contagious. By Jonah Berger. According to Book Jacket: Jonah Berger is the James G. Campbell Assistant Professor of Marketing at The Wharton School at the University of Pennsylvania. He has published dozens of articles in top-tier academic journals, and popular accounts of his work have appeared in places like The New York Times, The Wall Street Journal, The Washington Post, Science ...

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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. Dr. Berger is a world-renowned expert on change, word of mouth, influence, consumer behavior, and how products, ideas, and behaviors catch on.

Upper Saddle River, N.J. : Creative Homeowner,

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat.

“Jonah Berger is one of those rare thinkers who blends research-based insights with immensely practical guidance. I am grateful to be one of the many who have learned from this master teacher.” –Jim Collins, author Good to Great, coauthor Built to Last From the author of New York Times bestsellers Contagious and Invisible Influence comes a revolutionary approach to changing anyone’s mind. Everyone has something they want to change. Marketers want to change their customers’ minds and leaders want to change organizations. Start-ups want to change industries and nonprofits want to change the world. But change is hard. Often, we persuade and pressure and push, but nothing moves. Could there be a better way? This book takes a different approach. Successful change agents know it’s not about pushing harder, or providing more information, it’s about being a catalyst. Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, “How could I change someone’s mind?” they ask a different question: “Why haven’t they changed already? What’s stopping them?” The Catalyst identifies the key barriers to change and how to mitigate them. You’ll learn how catalysts change minds in the toughest of situations: how hostage negotiators get people to come out with their hands up and how marketers get new products to catch on, how leaders transform organizational culture and how activists ignite social

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movements, how substance abuse counselors get addicts to realize they have a problem, and how political canvassers change deeply rooted political beliefs. This book is designed for anyone who wants to catalyze change. It provides a powerful way of thinking and a range of techniques that can lead to extraordinary results. Whether you're trying to change one person, transform an organization, or shift the way an entire industry does business, this book will teach you how to become a catalyst.

Why are some products and ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face-to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. Indeed, word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions. It is between 8.5 and 30 times more effective than traditional media. But want to know the best thing about word-of-mouth? It's available to everyone. Whether you're a Fortune 500 company trying to increase sales, a corner restaurant trying to raise awareness, a non-profit trying to fight obesity, or a newbie politician running for city council, word-of-mouth can help you succeed. And you don't have to have millions of dollars to spend on an advertising budget. You just have to get people to talk. The challenge, though, is how to do that. This book will show you how.

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

An imaginative explanation of how the world and its creatures came to be.

An expert on shopping behavior and motivation offers an analysis of consumers' tastes and habits, discussing why point-of-sale purchases are still the most significant, and why Internet shopping will not replace the mall.

Why do good teams fail? Very often, argue Deborah Ancona and Henrik Bresman, it is because they are looking inward instead of outward. Based on years of research examining teams across many industries, Ancona and Bresman show that traditional team models are falling

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short, and that what's needed--and what works--is a new brand of team that emphasizes external outreach to stakeholders, extensive ties, expandable tiers, and flexible membership. The authors highlight that X-teams not only are able to adapt in ways that traditional teams aren't, but that they actually improve an organization's ability to produce creative ideas and execute them--increasing the entrepreneurial and innovative capacity within the firm. What's more, the new environment demands what the authors call "distributed leadership," and the book highlights how X-teams powerfully embody this idea.

In any one lifetime, part of the work of living is to go from figuring out what you got dealt, to accepting it. Learning to wield your unique situation to best get your point across. I have found through my life lived with a physical challenge that there are two versions of how a disability is dealt with. One is the version you show to others. The other is the version you are really and truly feeling inside. In my life, these two versions started out light-years apart. And over the span of 35 years, and the influence of many magic people, they have been growing closer all of the time. There is something incredibly free about showing the world what you have going on inside. It helps to keep the struggle of your situation confined to the actual challenge, and not intensified by shame. The pages of this book are a true marriage between my two versions. Charting the affect of a disability on the physical, emotional, and spiritual. Containing an honest view of how struggles can be beautiful, and strength can be found in the weakest of places.

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