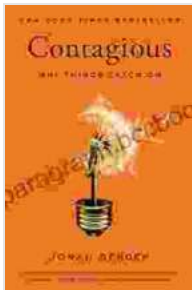


# Contagious: Why Things Catch On

## The Ultimate Guide to Creating Viral Content

In the world of marketing, creating content that goes viral is the holy grail. But what makes some content catch on while others fall flat? Jonah Berger, a Wharton professor and New York Times bestselling author, has spent years studying the science of contagiousness. In his book *Contagious: Why Things Catch On*, he unveils the six key principles that make content irresistible and reveals how to use them to create viral content that will spread like wildfire.



### Contagious: Why Things Catch On by Jonah Berger

★★★★☆ 4.7 out of 5

Language	: English
File size	: 1809 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 257 pages



Berger's research has shown that there are six key factors that make content contagious:

1. **Social currency:** Content that makes people look good or smart is more likely to be shared.
2. **Triggers:** Content that is top-of-mind is more likely to be shared.

3. **Emotion:** Content that evokes strong emotions is more likely to be shared.
4. **Public:** Content that is visible to others is more likely to be shared.
5. **Practical value:** Content that is useful or helpful is more likely to be shared.
6. **Stories:** Content that is told in a story format is more likely to be shared.

Berger provides numerous examples of how these principles have been used to create viral content, from the ALS Ice Bucket Challenge to the Kony 2012 campaign. He also offers practical advice on how to use these principles to create your own viral content.

Contagious is a must-read for anyone who wants to create content that spreads like wildfire. It is full of actionable advice and real-world examples that will help you create content that people will love to share.

### **What People Are Saying About Contagious**

"Contagious is a fascinating and practical guide to creating content that people will love to share. Jonah Berger has done a masterful job of distilling the science of contagiousness into six key principles that can be used to create viral content. This book is a must-read for anyone who wants to create content that will spread like wildfire." — **Guy Kawasaki, author of The Art of the Start**

"Contagious is the definitive guide to creating viral content. Jonah Berger has done an incredible job of synthesizing the latest research on contagiousness into a practical and actionable framework. This book is a

must-read for anyone who wants to create content that spreads like wildfire." — **Dan Pink, author of Drive**

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Contagious is available in hardcover, paperback, and ebook. Free Download your copy today and start creating viral content that will spread like wildfire.

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