

Leggere Contagioso EBook Gratuito PDF/EPUB/mobi - Jonah Berger



leggere Contagioso EBook gratuito PDF/EPUB/mobi Jonah Berger , Perché una cosa ha successo? Se hai risposto «grazie alla pubblicità», ripensaci. Le persone non danno retta agli spot; preferiscono ascoltare il parere degli amici. Ma perché la gente parla di certi prodotti più che di altri, o perché solo alcuni contenuti online diventano virali? Jonah Berger, docente di marketing alla Wharton School, ha dedicato anni a cercare la risposta a queste domande. In questo libro, che combina studi innovativi e storie coinvolgenti, svela i meccanismi segreti del passaparola e della trasmissione sociale e mostra i sei punti di forza che deve avere una campagna per rendere contagiosi prodotti e idee. Racconta perché le pubblicità contro l'uso della droga in realtà possono averne aumentato il consumo, come certi videogiochi creano dipendenza (e altri no) e perché più di duecento milioni di consumatori hanno condiviso il video di uno dei prodotti apparentemente più comuni e noiosi: un frullatore. "Contagioso" fornisce un set di tecniche pratiche e facilmente applicabili per creare lanci pubblicitari, diffondere informazioni, ideare cose o messaggi che la gente

amerà e condividerà. Utile al manager di una grande azienda, al proprietario di una piccola impresa, al politico candidato alle elezioni e a chiunque voglia diffondere un'idea o un nuovo prodotto, è un testo che rivoluziona teorie e falsi miti sul comportamento dei clienti e sul viral marketing e che, a lettura conclusa, considererai uno strumento indispensabile. Passa parola.

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If you realise your contagioso so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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