

Contagious Why Things Catch On

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using*
- Get targeted media coverage that will help you reach more customers*
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates*
- Improve your search engine rankings and advertising through online tools and research*

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

A game-changing framework for staying top of mind with your audience—from the No. 1 company dominating content marketing What do many successful businesses and leaders have in common? They're the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It's the winning approach John Hall used to build Influence & Co. into one of "America's Most Promising Companies," according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals:

- how consumer needs and expectations have changed and what this shift means for you*
- how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you*
- proven methods for using digital content to enrich your target audience's lives in ways that build real, lasting trust*

Whether you're a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer seeking to build influence, maintaining a prominent spot in your audience's minds will increase the likelihood that the moment they need to make a choice, you'll be the first one they call. There's no better way to drive opportunities that result in increased revenue and growth. Business is never "just" business. It's always about relationships. It's always about a human connection. When you're viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.

From the bestselling author of The Bomber Mafia: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." —Michael Lewis

Well known technology executive and angel investor Elad Gil has worked with high growth tech companies like Airbnb, Twitter, Google, Instacart, Coinbase, Stripe, and Square as they've grown from small companies into global brands. Across all of these break-out companies, a set of common patterns has evolved into a repeatable playbook that Gil has codified in High Growth Handbook. Covering key topics including the role of the CEO, managing your board, recruiting and managing an executive team, M&A, IPOs and late stage funding rounds, and interspersed with over a dozen interviews with some of the biggest names in Silicon Valley including Reid Hoffman (LinkedIn), Marc Andreessen (Andreessen Horowitz), and Aaron Levie (Box), High Growth Handbook presents crystal clear guidance for navigating the most complex challenges that confront leaders and operators in high-growth startups. In what Reid Hoffman, cofounder of LinkedIn and co-author of the #1 NYT bestsellers The Alliance and The Startup of You calls "a trenchant guide," High Growth Handbook is the playbook for turning a startup into a unicorn.

Good luck isn't just chance—it can be learned and leveraged—and The Serendipity Mindset explains how you can use serendipity to make life better at work, at home—everywhere. Many of us believe that the great turning points and opportunities in our lives happen by chance, that they're out of our control. Often we think that successful people—and successful companies and organizations—are simply luckier than the rest of us. Good fortune—serendipity—just seems to happen to them. Is that true? Or are some people better at creating the conditions for coincidences to arise and taking advantage of them when they do? How can we connect the dots of seemingly random events to improve our lives? In The Serendipity Mindset, Christian Busch explains that serendipity isn't about luck in the sense of simple randomness. It's about seeing links that others don't, combining these observations in unexpected and strategic ways, and learning how to detect the moments when apparently random or unconnected ideas merge to form new opportunities. Busch explores serendipity from a rational and scientific perspective and argues that there are identifiable approaches we can use to foster the conditions to let serendipity grow. Drawing from biology, chemistry, management, and information systems, and using examples of people from all walks of life, Busch illustrates how serendipity works and explains how we can train our own serendipity muscle and use it to turn the unexpected into opportunity. Once we understand serendipity, Busch says, we become curators of it, and luck becomes something that no longer just happens to us—it becomes a force that we can grasp, shape, and hone. Full of exciting ideas and strategies, The Serendipity Mindset offers a clear blueprint for how we can cultivate serendipity to increase innovation, influence, and opportunity in every aspect of our lives.

Designing for Behavior Change

Summary: Contagious

Contagious

Golden State

How to Build Word of Mouth in the Digital Age

Viral Marketing

Traction

The question Are We Human? is both urgent and ancient. Beatriz Colomina and Mark Wigley offer a multilayered exploration of the intimate relationship between human and design and rethink the philosophy of design in a multi-dimensional exploration from the very first tools and ornaments to the constant buzz of social media. The average day involves the experience of thousands of layers of design that reach to outside space but also reach deep into our bodies and brains. Even the planet itself has been completely encrusted by design as a geological layer. There is no longer an outside to the world of design. Colomina's and Wigley's field notes offer an archaeology of the way design has gone viral and is now bigger than the world. They range across the last few hundred thousand years and the last few seconds to scrutinize the uniquely plastic relation between brain and artifact. A vivid portrait emerges. Design is what makes the human. It becomes the way humans ask questions and thereby continuously redesign themselves."

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

While other children were daydreaming about dances, first kisses, and college, Jodee Blanco was trying to figure out how to go from homeroom to study hall without being taunted or spit upon as she walked through the halls.

This powerful, unforgettable memoir chronicles how one child was shunned—and even physically abused—by her classmates from elementary school through high school. It is an unflinching look at what it means to be the outcast, how even the most loving parents can get it all wrong, why schools are often unable to prevent disaster, and how bullying has been misunderstood and mishandled by the mental health community. You will be shocked, moved, and ultimately inspired by this harrowing tale of survival against insurmountable odds. This vivid story will open your eyes to the harsh realities and long-term consequences of bullying—and how all of us can make a difference in the lives of teens today.

Presents an analysis of current marketing trends, maintaining that the marketing campaigns that succeed are those that cater to the inclination of consumers to believe the best story, irrespective of the facts.

NEW YORK TIMES BESTSELLER "The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

Forge Resiliency and Mental Toughness to Succeed at an Elite Level

Made to Stick

Buyology

The Greatest Networker in the World

Review and Analysis of Berger's Book

The Hidden Forces that Shape Behavior

"The MLM Classic."--Richard Poe, author of Wave 3 Network marketing is a burgeoning field, and it can be a frustrating and difficult experience. There are many who have achieved minimal success, and many more who have made no money at all. With these discouraging figures, how can one become a member of the successful elite? Millions agree that the best way to do this is to spend some time with The Greatest Networker in the World. John Milton Fogg's extended parable is the story of a young man on the verge of quitting the multilevel marketing business. As he prepares to give his final opportunity meeting, he meets the individual everyone refers to as The Greatest Networker in the World. This warm and wise man takes in his young counterpart and shows him the trade secrets so he too can become a successful network marketer. The young man soon learns that the trade secrets have very little to do with conventional marketing techniques. In fact, he has to unlearn everything he thought he knew about business. "The paradigm of network marketing is so fundamentally different and distinct from all other paradigms of business, that it requires a pretty complete shift from the way we normally view business to appreciate and understand it." The new paradigm is built around one's habits of thought and discovering that the secrets to network marketing success are within oneself. The values of responsibility, team building, and caring for one's downline play a much more important role than competitive promotion and advertising. A critical skill for all marketers is the ability to teach people to teach others. Once one has mastered the new paradigm of multilevel marketing, he needs to not only show his downline how to master it, but also how to teach those techniques to others. This leads to greater leadership within the organization, more stability, improved productivity, and as a result, long-lasting success.

Explains why some products and ideas go "viral," citing the roles of word-of-mouth promotion and the Internet.

This collection about obsession and love is the 99th volume of the Yale Series of Younger Poets Richard Siken's Crush, selected as

the 2004 winner of the Yale Younger Poets prize, is a powerful collection of poems driven by obsession and love. Siken writes with ferocity, and his reader hurtles unstoppably with him. His poetry is confessional, gay, savage, and charged with violent eroticism. In the world of American poetry, Siken's voice is striking.

A new wave of products is helping people change their behavior and daily routines, whether it's exercising more (Jawbone Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior Identify your target audience and the behaviors they seek to change Extract user stories and identify obstacles to behavior change Develop effective interface designs that are enjoyable to use Measure your product's impact and learn ways to improve it Use practical examples from products like Nest, Fitbit, and Opower

The must-read summary of Jonah Berger's book: "Contagious: Why Things Catch On". This complete summary of the ideas from Jonah Berger's book "Contagious: Why Things Catch On" reveals the six key principles that make a product or an idea contagious. As well as sharing stories of real-life companies from his extensive research, the author provides a set of specialised techniques that you can use to spread information and get your message across to as many people as possible. Added-value of this summary: • Save time • Understand the essential techniques • Expand your communication skills To learn more, read "Contagious: Why Things Catch On" and find out how you can make your information as contagious as possible!

The Omega Theory

Why Things Catch on

Manliness

How Everything We Believe About Why We Buy is Wrong

Hooked

Clarify Your Message So Customers Will Listen

The Rules of Contagion

The New York Times bestseller that explains why certain products and ideas become popular. "Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —Daniel Gilbert, author of the bestseller *Stumbling on Happiness* What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? Wharton marketing professor Jonah Berger has spent the last decade answering these questions. He's studied why New York Times articles make the paper's own Most E-mailed list, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In *Contagious*, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most boring products there is: a blender.

Contagious provides specific, actionable techniques for helping information spread—for designing messages, advertisements, and content that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious* will show you how to make your product or idea catch on.

With over 100 Five-Star Reviews, *Unbeatable Mind (2nd Edition)* has deeply impacted the lives of thousands of people seeking strength in their thinking, mental-state, and self-development with a curated package of tools and techniques not easily found anywhere else. In this revised and updated version of *Unbeatable Mind (3rd Edition)*, Mark Divine offers his philosophy and methods for developing maximum potential through integrated warrior development. This work was created through trial and error proving to thousands of clients that they are capable of twenty times more than what they believe. The powerful principles for forging deep character, mental toughness and an elite team provided in this book are the foundation of the *Unbeatable Mind 'working in'* program of Divine's SEALFIT Academies and renowned Kokoro Camp. They are being employed by a growing number of coaches, professors, therapists, doctors and business professionals worldwide. > Commander Divine is a retired Navy SEAL and human performance expert who works with elite military, sport and corporate teams, SEAL / SOF candidates and others seeking to maximize their potential, leading to more balanced success and happiness. The training is leading to breakthroughs in all walks of life and and cultivating a robust community of practitioners. > This book will specifically help you develop: > Mental clarity- to make better decisions while under pressure. > Concentration - to focus on the mission until victory is assured. > Awareness - to be more sensitive to your internal and external radar. > Leadership authenticity - to be a heart-centered leader and service oriented teammate. > Intuition - to learn to trust your gut and use mental imagery to your advantage. > Offensive "sheepdog" mindset - to avoid danger and stay one step ahead of the competition or enemy. > Warrior spirit - to deepen your willpower, intention and connection with your spiritual self.

Take your business to new heights with up-to-date social media marketing How can 'Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and

YouTube' help you achieve this? Learn how to grow an engaged and supportive following on Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn. Tell your story and get your brands message across in a way that consumers enjoy and even look forward too. Develop the skills needed to turn media consumers into paying customers. Learn the key demographics of each social media platform and how to use this to your advantage. Learn how to target your marketing to very specific groups of people for increased engagement and conversion. Learn how to improve your bottom line with more efficient marketing and cheaper customer acquisition. Take your business or brand to the Stratosphere! Ideal for businesses of all sizes, brands and even personal pages. It's time to take your social media channels to new heights. It's time to grow your business the right way. Get relevant and dominate your platforms in 2016! Grab "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube" now and learn how to take your business to the next level.

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

This book examines the question why ideas, news, "memes", videos etc can spread very quickly. Both technological, social practices and cultural circumstances are taken into account. "A compelling argument that viral processes are here to stay, and they are an essential feature of the online fabric" (Albert-László Barabás - Northeastern University).

The Science of Sharing

High Growth Handbook

How Any Startup Can Achieve Explosive Customer Growth

Cirque Du Freak

Social Media

An Integrated Approach to Online Marketing

Crush

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 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 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 Trees.

The state of California votes on secession in the wake of a divisive presidential election in this gripping, prescient novel of marriage, family, and the profound moments that shape our lives. Julie Walker has just signed her divorce papers when she receives news that her younger sister, Heather, has gone into labor. Though theirs is a strained relationship, Julie sets out to be at her sister's side—no easy task since the streets of San Francisco are filled with tension and strife. Today is also the day that Julie will find herself at the epicenter of a violent event she is forced to examine both the promising and the painful parts of her past—her Southern childhood; her romance with her husband, Tom; her estrangement from Heather; and the incident that led to her greatest heartbreak. Infused with emotional depth and poignancy, *Golden State* takes readers on a journey over the course of a single, unforgettable day—through an extraordinary landscape of love, loss, and hope. Praise for *Golden State* "A stirring look at the ties that bind husband-wife, mother-child and even sisters, and what happens when they come apart. Set in a San Francisco chafing with unrest both political and personal, the world Richmond creates is exquisitely charged with regret and hope."—Family Circle "[A] riveting novel that will be recommended to fans of Jodi Picoult and Jacquelyn Mitchard . . . Mesmerizing and intricate, Richmond's dissection of a California on the violent brink of secession from the nation provides the backdrop to her deeper inspection of the uneasy, fragile relationship between siblings."—Booklist (starred review) "[An] amazing, turbulent novel woven of disparate threads . . . Near the end of this mesmerizing novel is provocative, as Richmond explores the fragmented, hopeful lives of complex characters. This is gripping, multilayered must-read fiction."—Library Journal (starred review) "An exciting premise . . . skillfully written . . . Julie's past and her relationship with the other characters are scrutinized as the clock ticks. It's an interesting and sometimes disturbing study."—Kirkus Reviews "Richmond takes readers through a bittersweet, heartwarming tale of a woman on the cusp of life-changing events in both her personal and professional life. Invested, the reader is carried away by this action-packed, poignant story, making this a tale that will live in the heart of the reader once the last page is read."—RT Book Reviews "A thoughtful book about how past circumstances change us into the people we are today, for the good or bad. Julie is a sympathetic and relatable character, and readers will definitely root for her as she goes through her life-changing day."—The Parkersburg News and Sentinel "Richmond . . . delivers a page-turner."—San Jose Mercury News "A breathtaking read and one I'll not soon forget."—Melanie Benjamin, author of *The Aviator's Wife* Look for special features inside. Join the Random House Reader's Circle for author chats and more.

Using original research from more than 2 years of work, 5 different data sets, around 1000 videos, 9 individual studies and a large team of researchers from the Ehrenberg-Bass Institute for Marketing Science, *Viral Marketing* offers solid advice on the nebulous business of video sharing. Dr Nelson-Field reports new knowledge on sharing, memory and the influence of context. Upper Saddle River, N.J. : Creative Homeowner,

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will learn how to take advantage of word-of-mouth to create a fashion effect and create a buzz. *You will also learn : how word of mouth is 10 times more effective than advertising; why the potential to get people talking is so high; how to spread the subject but on the message; how to launch immediate word of mouth; how to maintain impact over time. *Most trends are born from word of mouth. We then speak of social con-

does it depend on? At first glance, on the product or service offered, its quality, its price and its usefulness or fun. However, thanks to the research and studies of Professor Jonah Berger, that this is not the case. The most important element is social influence: word of mouth. *Buy now the summary of this book for the modest price of a cup of coffee!

The Power of Telling Authentic Stories in a Low-trust World

Please Stop Laughing at Me

Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Youtube

Summary and Analysis of Contagious: Why Things Catch On

Going Viral

Unbeatable Mind

All Marketers are Liars

Contagious Why Things Catch On Simon and Schuster

Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. Content - The Atomic Particle of Marketing goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands. Written by a recognised industry thought-leader, Content - The Atomic Particle of Marketing explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful, Content - The Atomic Particle of Marketing is, quite simply, the definitive research-based guide to content marketing.

An Observer Book of the Year A Times Science Book of the Year A New Statesman Book of the Year A Financial Times Science Book of the Year 'Astonishingly bold' Daily Mail 'It is hard to imagine a more timely book ... much of the modern world will make more sense having read it.' The Times We live in a world that's more interconnected than ever before. Our lives are shaped by outbreaks - of disease, of misinformation, even of violence - that appear, spread and fade away with bewildering speed. To understand them, we need to learn the hidden laws that govern them. From 'superspreaders' who might spark a pandemic or bring down a financial system to the social dynamics that make loneliness catch on, The Rules of Contagion offers compelling insights into human behaviour and explains how we can get better at predicting what happens next. Along the way, Adam Kucharski explores how innovations spread through friendship networks, what links computer viruses with folk stories - and why the most useful predictions aren't necessarily the ones that come true. Now revised and updated with content on Covid-19.

What makes things popular? And what is it that makes online content go viral? If you thought advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumours more infectious?

Description of the phenomenon groundswell, a social trend in which people use technologies to get things they need from each other instead of from companies, and how to turn the force of customers connecting to the advantage of companies.

The Serendipity Mindset

Applying Psychology and Behavioral Economics

The Archeology of Design

One Woman's Inspirational Story

Building a StoryBrand

Winning in a World Transformed by Social Technologies

How to stop managing and start leading

"The wolf shall dwell with the lamb, and the leopard shall lie down with the kid. And a child shall lead them." She smiled. "That's you, Michael. That's why Brother Cyrus needs you. You're going to help us fulfill the prophecy." The Omega Theory opens with media reports that, despite U.S. warnings, Iran has tested a nuclear bomb. But the blast from the device is different and far more dangerous than that of any previous nuclear weapon. Surveillance instruments show that for one split second an event occurred that had not taken place since the Big Bang fourteen billion years ago. Meanwhile, science historian David Swift and quantum physicist Monique Reynolds learn that their autistic son, Michael, has been kidnapped by a militant cult called the True Believers. Michael, a descendant of Albert Einstein, has inherited Einstein's remarkable intelligence and is the only person in the world who knows Einstein's last secret—the Final Theory, a set of equations that could explain all the forces of nature. Only those who understand the key to creation could know how to destroy it. The Iranian nuclear blast is a demonstration of this understanding. Soon David and Monique realize their desperate search for Michael is also a desperate race to stop the horrific power of the theory from being unleashed. Joining forces with FBI Agent Lucille Parker, David and Monique race from the Old City of Jerusalem to the deserts of Turkmenistan to rescue Michael and stop the cult's fanatic leader. Their journey proves just how difficult it is to stop those who are willing to die in the name of God. Praised by bestselling peers such as Douglas Preston and James Rollins, Mark Alpert shows he is at the top of his writing game and the cutting edge of science, seamlessly weaving fact and fiction with nonstop heart-pounding action in this explosive thriller. We will never see our universe in quite the same way again.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of Martin Lindstrom's groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. Buyology shares the fruits

of this research, revealing for the first time what actually goes on inside our heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes. 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.

Optimize your digital channels and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing. There is no shortage of digital marketing resources yet finding a book that covers all disciplines can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Now featuring cutting edge updates on social media, SEO, content marketing, user experience and customer loyalty, Digital Marketing Strategy is an ideal road map for navigating: -Marketing automation, personalization, messaging and email -Online and offline integration -The power of technologies, such as AI -New data protection and privacy strategies Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and more, Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. It is an essential guide for any marketer to build an effective and practical digital strategy.

The Art and Science of Creating Good Luck

Digital Marketing Strategy

Leadership without Ego

Selling the Invisible

The Tipping Point

The Definitive Guide to Content Marketing Strategy

A Novel

From the acclaimed author of Infected comes an epic and exhilarating story of humanity's secret battle against a horrific enemy. Across America, a mysterious pathogen transforms ordinary people into raging killers, psychopaths driven by a terrifying, alien agenda. The human race fights back, yet after every battle the disease responds, adapts, using sophisticated strategies and brilliant ruses to fool its pursuers. The only possible explanation: the epidemic is driven not by evolution but by some malevolent intelligence. Standing against this unimaginable threat is a small group, assembled under the strictest secrecy. Their best weapon is hulking former football star Perry Dawsey, left psychologically shattered by his own struggles with this terrible enemy, who possesses an unexplainable ability to locate the disease's hosts. Violent and unpredictable, Perry is both the nation's best hope and a terrifying liability. Hardened CIA veteran Dew Phillips must somehow forge a connection with him if they're going to stand a chance against this maddeningly adaptable opponent. Alongside them is Margaret Montoya, a brilliant epidemiologist who fights for a cure even as she reels under the weight of endless horrors. These three and their team have kept humanity in the game, but that's not good enough anymore, not when the disease turns contagious, triggering a fast countdown to Armageddon. Meanwhile, other enemies join the battle, and a new threat – one that comes from a most unexpected source – may ultimately prove the most dangerous of all. Catapulting the reader into a world where humanity's life span is measured in hours and the president's finger hovers over the nuclear button, rising star Scott Sigler takes us on a breathtaking, hyper-adrenalized ride filled with terror and jaw-dropping action. Contagious is a truly grand work of suspense, science, and horror from a new master.

So much to read, so little time? This brief overview of Contagious tells you what you need to know—before or after you read Jonah Berger's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of Contagious includes: Historical context Chapter-by-chapter overviews Detailed timeline of key events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Contagious by Jonah Berger: Contagious: Why Things Catch On examines why certain media goes viral—videos, articles, memes—and others never get shared at all. By looking at popular culture, Wharton professor Jonah Berger analyzes what

makes an idea take off. Based on his own research and the insights gleaned from 15 years of studying marketing, Berger's New York Times–bestselling book teaches readers why popular content is popular, and how they can make their own ideas and products truly contagious. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

New York Times bestseller and named Best Marketing Book of 2014 by the American Marketing Association What makes things popular? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? Wharton marketing professor Jonah Berger has spent the last decade answering these questions. He's studied why New York Times articles make the paper's own Most E-mailed List, why products get word of mouth, and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children. In this book, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. Contagious combines groundbreaking research with powerful stories. Learn how a luxury steakhouse found popularity through the lowly cheese-steak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the seemingly most boring products there is: a blender. If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, Contagious explains why, and shows how to leverage these concepts to craft contagious content. This book provides a set of specific, actionable techniques for helping information spread—for designing messages, advertisements, and information that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, Contagious will show you how to make your product or idea catch on.

If you take a chain, pile it up and then push it, what direction will it go? Nowhere you can predict and not very far. If you take it by the end and pull it, which way will it go? It will follow you. Leadership is not about what sets you apart from those you lead—it's about what binds you together. It is not about controlling others—it's about trusting others. It's not about your achievements—it's about unleashing your team's greatness. In short, leadership really isn't about you—it's about your people. Take Bob Davids, co-author of this book and successful leader of six businesses in fields as diverse as engineering and winemaking. His achievements often came thanks to being able to refrain from acting when others might have found intervening irresistible. By trusting his employees to be better than him in their area of responsibility and letting them act, Bob unleashed the human greatness that no one else—including employees themselves—suspected. Yet to lead without acting does not mean doing nothing. It means creating conditions in which things happen by themselves. Leadership Without Ego is about a transformation of the concept of leadership in the past two decades: a change of beliefs about how best to lead, along with radically different leadership practices. The ideas in this book have already changed the fortunes of hundreds of businesses and the lives of tens of thousands of employees. They can do the same for your business, your people—and you.

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans

respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Why Things Spread - and Why They Stop

How to Build Habit-Forming Products

How Little Things Can Make a Big Difference

Are We Human?

Groundswell

Based on the Book by Jonah Berger

Biz Books to Go - A Field Guide to Modern Marketing

In the wake of the monstrous projects of Hitler, Stalin, Mao, and others in the twentieth century, the idea of utopia has been discredited. Yet, historian Jay Winter suggests, alongside the 'major utopians' who murdered millions in their attempts to transform the world were disparate groups of people trying in their own separate ways to imagine a radically better world. This original book focuses on some of the twentieth-century's 'minor utopias' whose stories, overshadowed by the horrors of the Holocaust and the Gulag, suggest that the future need not be as catastrophic as the past. The book is organized around six key moments when utopian ideas and projects flourished in Europe: 1900 (the Paris World's Fair), 1919 (the Paris Peace Conference), 1937 (the Paris exhibition celebrating science and light), 1948 (the Universal Declaration of Human Rights), 1968 (moral indictments and student revolt), and 1992 (the emergence of visions of global citizenship). Winter considers the dreamers and the nature of their dreams as well as their connections to one another and to the history of utopian thought. By restoring minor utopias to their rightful place in the recent past, Winter fills an important gap in the history of social thought and action in the twentieth century.

Why Things Catch On

Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You

Scaling Startups from 10 to 10,000 People

Invisible Influence

Why Some Ideas Survive and Others Die

Content - The Atomic Particle of Marketing

SUMMARY - Contagious: Why Things Catch On By Jonah Berger