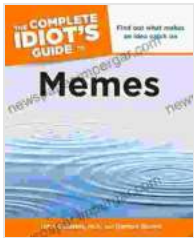


# Find Out What Makes An Idea Catch On

In the book *Contagious: Why Things Catch On*, Jonah Berger explores the science behind what makes an idea or product spread. He identifies six key principles that make ideas more likely to be shared and adopted:



## The Complete Idiot's Guide to Memes: Find Out What Makes an Idea Catch On by John Gunders Ph.D.

★★★★☆ 4.4 out of 5

Language	: English
File size	: 799 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 336 pages



1. **Social currency:** Ideas that make people look good or smart are more likely to be shared.
2. **Triggers:** Ideas that are top-of-mind are more likely to be shared.
3. **Emotion:** Ideas that evoke strong emotions are more likely to be shared.
4. **Public:** Ideas that are visible and observable are more likely to be shared.
5. **Practical value:** Ideas that are useful and helpful are more likely to be shared.

6. **Stories:** Ideas that are told in a story format are more likely to be shared.

Berger provides numerous examples of how these principles have been used to spread ideas and products, from the ALS Ice Bucket Challenge to the popularity of the iPhone. He also offers practical advice on how to apply these principles to your own ideas and products.

If you want to learn how to make your ideas more contagious, read *Contagious: Why Things Catch On*. It's a fascinating and informative book that will change the way you think about marketing and persuasion.

## **About the Author**

Jonah Berger is a marketing professor at the Wharton School of the University of Pennsylvania. He is the author of several books, including *Contagious: Why Things Catch On* and *The Catalyst: How to Change Anyone's Mind*. He is also a frequent contributor to the *New York Times*, *Wall Street Journal*, and *Harvard Business Review*.

## **Reviews**

"*Contagious* is a must-read for anyone who wants to understand how ideas spread. Berger's research is fascinating and his writing is clear and engaging. This book will change the way you think about marketing and persuasion." — Malcolm Gladwell, author of *The Tipping Point*

"*Contagious* is a brilliant book that will help you make your ideas more contagious. Berger's insights are invaluable and his advice is practical. This book is a must-read for anyone who wants to be more successful in spreading their ideas." — Seth Godin, author of *Purple Cow*

"*Contagious* is a fascinating and informative book that will teach you how to make your ideas more sticky. Berger's research is cutting-edge and his writing is engaging. This book is a must-read for anyone who wants to be more successful in spreading their ideas." — Adam Grant, author of *Give and Take*

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