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## Viralnomics: How to Get People to Want to Talk about You (Paperback)

By CSCS Jonathan Goodman

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm.

Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. A refreshing look at social media, influence and the behavioral science behind it all. A must-read for anyone who wants to win at social. - Jonah Berger (NYT Bestselling author of Contagious: Why Things Catch On) \*\*\*Discover how to get the right type of people to talk about you.\*\*\* ARE YOU SHARING GREAT WORK, but it seems nobody is listening? Does it seem like you're at the mercy of social networks mysterious algorithms? Do you feel like it is an insurmountable task to understand and leverage social media? In Viralnomics: How to Get People to Want to Talk About You, Jonathan Goodman shows you how to appeal to people's desires and get them to share your message as an extension of themselves. In this engaging, entertaining, and educational quick read you will discover: Methods to ethically persuade on social media. (pg 105) How to identify and befriend the real influencers (they aren't who you think they are). (pg 23) A concept buried deep in psychological research that holds the secret to...



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