

LEAD WELL

BOOK REVIEW

Contagious: Why Things Catch On

Jonah Berger

KEY PRINCIPLE

There are specific actionable techniques for helping information spread.

HIGHLIGHTS

In *Contagious*, Berger reveals the 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.

Social Influence - word of mouth tends to reach people who are actually interested in the thing being discussed.

- Social Currency - to get people talking create social currency - give people a way to look good/smart while promoting your products.
- Triggers - things that bring product to top of mind thoughts that lead to action.
- Emotion - power of awe
- Public - Be visible and have social proof online. Behavioral residue that is visible when people use your product.
- Practical Value - reference points compared to other products.
- Stories are powerful narratives - the product just along for the ride. Narratives act as vessels that help transmit the information.

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