

Baixar Livros Gratuitos Contágio (PDF|ePub|Mobi|Mp3|Txt) Jonah Berger Amor



Baixar livros gratuitos Contágio (PDF|ePub|Mobi|Mp3|Txt) Jonah Berger amor, O que faz algo ser realmente um sucesso de público? Se você respondeu propaganda, pense de novo. Hoje as pessoas não dão mais tanta importância para anúncios, elas escutam opiniões. Mas por que falamos mais sobre certos produtos e ideias do que outros? Por que algumas histórias e boatos se espalham com mais facilidade? E o que faz um conteúdo on-line tornar-se viral? Jonah Berger, professor de Marketing de Wharton, passou a última década respondendo essas perguntas. Ele estudou, por exemplo, por que artigos do The New York Times estão sempre na lista dos textos mais enviados por e-mail, ou por que alguns produtos geram boca a boca, e como a influência social define desde os carros que compramos às roupas que vestimos e os nomes que damos a nossos – filhos. Neste livro, Berger revela a ciência secreta por trás do viral e da transmissão social. O autor apresenta seis princípios básicos que impelem todos os tipos de coisas a se tornarem contagiosas, de bens de consumo e iniciativas políticas a

boatos no ambiente de trabalho e vídeos no YouTube.

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