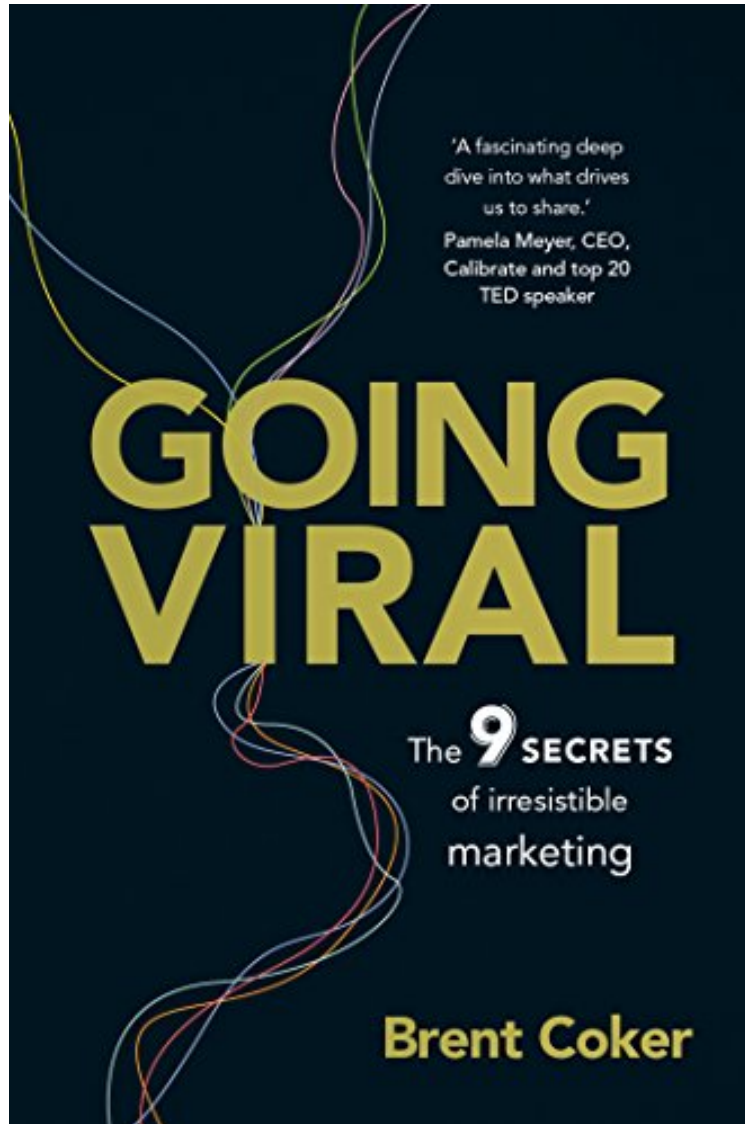


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Going Viral: The 9 secrets of irresistible marketing

Brent Coker

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Brent Coker : Going Viral: The 9 secrets of irresistible marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Going Viral: The 9 secrets of irresistible marketing:

1 of 1 people found the following review helpful. It is all about sharing!By Customer'squo;Going Viral'squo; by Brent Coker explains why and how good ideas spread, giving interesting examples from diverse fields in psychology, economics and maths. The book demystifies some ingrained ideas we have about marketing and explains in plain language what captivates people, through practical (and interesting!) techniques. For example, it answers the question why just getting people'squo;s attention is not enough to make an idea take off.The book is divided into nine chapters, each outlining a reason for viral success, answering the intriguing question of why some ideas go viral while others

fail to do so. Going Viral is very interesting because it provides useful examples and techniques based on research and the author's insights on how sharing acts as a social construct and a way of influencing people. I highly recommend this book to anyone who would like to understand why ideas disseminate and to improve their capacity to influence others. Note: I was supplied a free copy of this book by the publisher. 1 of 1 people found the following review helpful. An enjoyable yet informative and insightful read. By Customer: Having studied both fields of psychology and marketing, I am fascinated with the concept of viral marketing and its application in a consumer environment. 'Going Viral' gives us a superb look at the social media landscape and why we share, what we share. With the age of the internet well and truly upon us, the need to understand the concept of viral marketing is an important step in running a marketing campaign and overall successful business. Although concept heavy at times, Coker's writing style seeks to alleviate the sometimes complex nature of his work (though it's hard to argue the human psyche is anything but complex). An enjoyable read but more importantly, informative and current. Highly recommended to anyone in marketing or those simply interested in the psychology of social media. *Note: I was supplied a free copy of this book by the publisher. 1 of 1 people found the following review helpful. Going viral is a great read! Easily digestible. By Jessker: Going viral is a great read! Easily digestible, it's one of those books that you're happy to take with you on the train with you. The intangible nature of 'going viral' is defined very well by Coker who breaks down the principles of viral marketing, tying in theory and relevant examples both from Coker's personal life and real life digital examples from recent years. There's no secret formula to 'going viral', but Coker's book is the closest thing to an explanation of it. This book is a must-read for anyone working or studying marketing/advertising and it's one that will be sitting on my desk at work to reference in the future. Note: I was supplied a free copy of this book by the publisher.

Everyone wants their voice to be heard above the noise of other brands. But how do you get your messages to spread far and wide? YOU NEED TO GO VIRAL is not just down to luck. If you want to make an impact, you need to make your marketing messages magnetic and, in this fascinating book, Brent Coker will show you how. Packed full of practical techniques, expert research and real-life examples, you'll quickly uncover the nine secrets of irresistible marketing that will work whatever the size of your company. Discover the science behind the world's most viral ideas, learn how to create messages that people can't resist sharing and effortlessly build your brand.

From the Back Cover: Everyone wants their voice to be heard above the noise of other brands. But how do you get your messages to spread far and wide? YOU NEED TO GO VIRAL is not just down to luck. If you want to make an impact, you need to make your marketing messages magnetic and, in this fascinating book, Brent Coker will show you how. Packed full of practical techniques, expert research and real-life examples, you'll quickly uncover the nine secrets of irresistible marketing that will work whatever the size of your company. Discover the science behind the world's most viral ideas, learn how to create messages that people can't resist sharing and effortlessly build your brand. About the Author: Brent Coker is an internet consumer psychologist who specializes in Viral Marketing. He is an academic, entrepreneur, magazine columnist, public speaker, commentator in the media, and expert witness called in by the federal courts of Australia for questions about Internet business. Dr Coker's research has appeared extensively in the media, ranging from the New York Times through to Scientific American (e.g., <http://bit.ly/1rTQTMh>). His research has appeared on National TV networks including CNN, Fox, and CBS, and he is regularly called upon to give expert opinion on radio, TV, and in print.