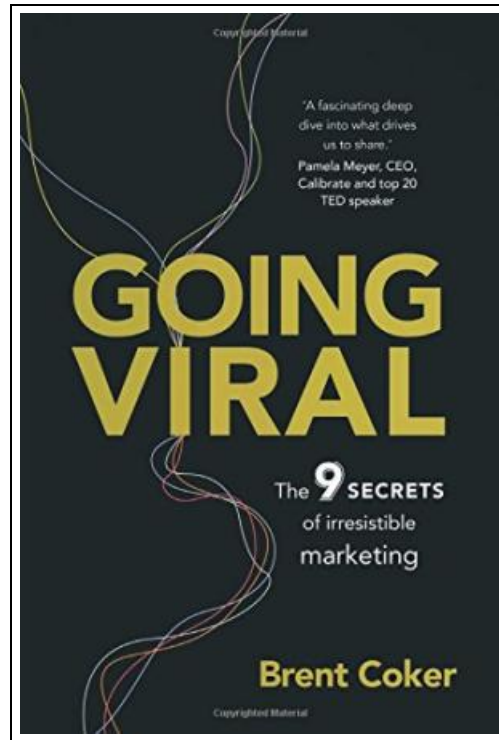


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GOING VIRAL: THE 9 SECRETS OF IRRESISTIBLE MARKETING (PAPERBACK)



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Pearson Education Limited, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. The Holy Grail for marketers is figuring out how to make something go viral, and for those brands who have figured it out, the recipe remains a closely guarded secret. But Dr Brent Coker has been researching the techniques and science behind the world's most viral ideas for over a decade, and for the first time ever discloses the secrets. Packed full of practical techniques, expert research and real-life examples, in this book you'll learn the science behind why things go viral, the psychology of frenzied word of mouth, and how to create messages that people can't resist sharing. Finally, here's a book that reveals the secrets about how to make the myth a reality. I can't wait to put these ideas into action. Steve Farber, Author, *The Radical Leap* A fascinating deep dive into what drives us to share Pamela Meyer, CEO Calibrate, and Top 20 TED speaker Brent's work will help you improve your odds substantially. The ad man Rory H Sutherland, Vice Chairman of Ogilvy Mather A must read for any business hoping go viral . for the right reasons. Brent Coker is a master at unravelling the mystery of how to use social media to spread your message. Emily Rice, Senior Reporter, Nine News One does not go viral, one has to read Brent's book first to understand the dynamics of becoming worthy of sharing. Brian Solis, author of *X: The Experience When Business Meets Design*.



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