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the university of pennsylvania berger has been recognized with a number of awards for both
scholarship and teaching he is the author of contagious why things catch on a 2016 new york
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May 29th, 2020 - contagious is filled with fascinating information drawn from berger s research you will be surprised to learn for example just how little word of mouth is generated online

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May 31st, 2020 - this book is useful for presenting a framework for how to think about making an idea product or service contagious while the contents of the book are nothing truly radical after all marketing in some form or the other has existed for millennia it is helpful to break down some of the art into easy to follow guidelines'

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