



Summary : Contagious - Jonah Berger: Why Things Catch On

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Complete summary of Jonah Berger's book: "Contagious: Why Things Catch On".

This summary of the ideas from Jonah Berger's book "Contagious: Why Things Catch On" reveals the six key principles that make a product or an idea contagious. As well as sharing stories of real-life companies from his extensive research, the author provides a set of specialized techniques that you can use to spread information and get your message across to as many people as possible.

Added-value of this summary:

- Save time
- Understand the essential techniques
- Expand your communication skills

To learn more, read "Contagious: Why Things Catch On" and find out how you can make your information as contagious as possible!

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