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Most word of mouth | and the most effective word of mouth | happens face-to-face. This shouldn't be a surprise but it will be for many and for that reason alone it's a book any marketer would do well to read. Contagious | How to Build Word of Mouth in the Digital Age is available here.

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Indeed, word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions.It is between 8.5 and 30 times more effective than traditional media.But want to know the best thing about word-of-mouth Its available to everyone.Whether youre a Fortune 500 company trying to increase sales. a corner restaurant trying to raise ...

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The six principles are: social currency, triggers, emotion, public, practical value and stories. Together the principles form the acronym STEPPS and the more of these that are present, the more likely an idea is to spread. People don't share everything with everyone because most ideas are of little interest to them.

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Word-of-mouth. Whether through face-to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. This book will show you how to make products, ideas and behaviours really catch on.

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