



# Contagio: el poder del boca a boca en la comunicación viral: 1 (Spanish Edition)

*Jonah Berger*

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“Jonah Berger conoce mejor que nadie en el mundo sobre lo que hace que la información se viralice.” Daniel Gilbert.

Profesor de Psicología, Harvard College y autor de

“Tropezándose con la Felicidad”. ¿Por qué ciertos productos e ideas se vuelven virales?

Este nuevo libro revolucionario, ya traducido en dieciséis idiomas, explica los seis principios para crear productos e ideas virales.

El boca a boca no depende de la popularidad de la persona que habla o del medio por el que se transmite el mensaje. Se trate de un tuit o de una conversación en persona: el contenido viral comienza con el mensaje mismo.

Sobre la base de su propia investigación original, corroborada por la de otros expertos en marketing, ciencias sociales y negocios, Jonah Berger ha desagregado los elementos de la elaboración de contenido viral y los ha dividido en seis principios, los seis pasos para generar el boca a boca:

- Moneda Social - Público
- Disparadores - Valor Práctico
- Emoción - Historias

Contagio aplica los principios científicos de la transmisión social para explicar las situaciones cotidianas y responder la pregunta: ¿por qué hablamos de algunas cosas y no de otras?

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