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This reading group guide for Contagious includes an introduction, discussion questions, ideas for enhancing your book club, and a Q&A with author Jonah Berger.

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Bestseller Contagious: Why Things Catch On. For most recent news and research, see [jonahberger.com](#). Jonah Berger is an expert on word of mouth, social influence

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Contagious combines groundbreaking Jonah Berger is Associate Professor of Marketing at the A groundbreaking guide to making one of marketing's most

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Jonah Berger, Marketing Professor at the Wharton School, joins the Social Pros Podcast this week to discuss his bestseller Contagious: Why Things Catch on, the

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His most recent book, Contagious, is a must-read, Contagious by Jonah Berger; Interview Links. Jonah's site; The Ultimate Guide;

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Jonah Berger is Associate Professor of Marketing at the Wharton School at the University of Pennsylvania. His research has been published in top-tier

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Aug 07, 2014 As a professor at the Wharton School of the University of Pennsylvania, Jonah Berger has studied how and why some products and ideas are talked about and

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Contagious: why things catch on book interview

Wharton marketing professor Jonah Berger has spent the last and bestselling author of Contagious: Why Things Catch On. Actionable Marketing Guide by

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In Contagious: Why Things Catch On, Jonah Berger outlines six principles for making an idea, product, or brand viral and immensely sharable. The STEPPS strategy is