

Book Name: *Contagious: Why Things Catch On*

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Contagious: Why Things Catch On book talks about the science to know why some ideas, goods, behaviours and videos become popular and spread quickly. It is a must-read book for those who are interested in marketing and psychology. The concept of this book is well connected to the basic psychological principle like social influence, and persuasion. The book was praised by Authors like Charles Duhigg, and Chip Heath. The book started with a question that why things become viral or contagious, and the concept of viral or contagious were well explained by the author.

The author argues with the reasons that the following are the factors which make a product or video viral (STEPPS).

1. Social currency- the share things which look good
2. Triggers- Top of mind, Tip of Tongue
3. Emotion- When we care, we share.
4. Public- built to show, built to grow.
5. practical value- News you can use.
6. Stories- information that travels under the guise of idle chatter.

The book also goes into the impact that word-of-mouth, networks, and social media play in the dissemination of ideas, and offers practical advice on how to make information more infectious.

Jonah Berger includes real-world examples to help readers comprehend and apply these ideas to their own marketing and communication initiatives. Overall, the book is well-written and simple to read, and it offers significant ideas for anybody trying to generate viral material.

Berger investigates why individuals accept and promote ideas, goods, and behaviours that make them seem good, are easy to recall, or elicit powerful emotions. In addition, the book examines case studies of successful viral marketing and assesses what made them successful.

Altogether, *Contagious* needs to be read in general for anyone who is curious in knowing that why things got viral and how to develop material that will spread rapidly. The author's thoughts are founded on detailed investigation, and the same can be applied to a variety of sectors, including marketing, advertising, and communications. While the book's significant impact, it does have some limitations, such as the fact that few examples were extremely ancient, and as a person from a South Asian nation, it was difficult to link with some examples, and there are some errors, such as unneeded spaces after paragraphs.

Author: Jonah Berger

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