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The Anatomy of Buzz Revisited: Real-Life Lessons in Word-Of-Mouth Marketing (Paperback)

By Emanuel Rosen

Random House USA Inc, India, 2009. Paperback. Condition: New. Revised and Updated ed.. Language: English . Brand New Book. A new edition of the definitive handbook on word-of-mouth marketing, completely revised and updated for today s online world With two-thirds new material and scores of current examples from today s most successful companies, The Anatomy of Buzz Revisited takes readers inside the world of word-of-mouth marketing and explains how and why it works. Based on over one hundred new interviews with thought leaders, marketing executives, researchers, and consumers, The Anatomy of Buzz Revisited shows how to: * Generate genuine buzz both online and off. * Encourage people to talk about your products and services and help spread the word among their friends, colleagues, and communities. * Adapt traditional word-ofmouth strategies in today s era of Facebook, YouTube, and consumer-generated media. Smart, surprising, and filled with cutting-edge strategies and insights, The Anatomy of Buzz Revisited is essential for anyone who wants to get attention for a product, message, or idea in today s messagecluttered world.



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