



The Anatomy of Buzz: How to Create Word of Mouth Marketing

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The first guide to creating the word-of-mouth magic that breaks through the skepticism and information overload of today's consumers, and drive sales--and profits--to new heights.

As *Newsweek* recently proclaimed, "Buzz greases the great conveyor belt of culture and commerce, moving everything from movies to fashions of the body and mind faster and faster."

Now available in paperback, *The Anatomy of Buzz*, written by former marketing VP Emanuel Rosen, pinpoints the products and services that benefit the most from buzz and offers specific strategies for creating and sustaining effective word-of-mouth strategies. Drawing on interviews with more than 150 marketing executives who have successfully built buzz for major brands, Rosen describes the ins-and-outs of attracting the attention of influential first-users and "bigmouth" movers-and-shakers, and discusses proven techniques for stimulating customer-to-customer selling--including how companies can spread the word to new territories by taking advantage of customer hubs and networks on the Internet and elsewhere.

Recent surveys show that 74 percent of young people rely to some extent on others when selecting a car, that 56 percent of moviegoers follow the recommendations of friends, and that 65 percent of the people who bought a Palm Pilot were inspired by the enthusiasm of others. With *The Anatomy of Buzz*, business leaders have what they need to reignite excitement about an existing product or service or turbocharge the launch of a new product.

The Anatomy of Buzz: How to Create Word of Mouth Marketing Details

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From Reader Review The Anatomy of Buzz: How to Create Word of Mouth Marketing for online ebook

Maya says

I read the older version of this because it's all the library had. It took me a long time to get through this book. It had some snippets of information that were really good and other times I felt like the author was just repeating himself. Because it was the older version it did not take into account the Facebook era of word-of-mouth. The new version might touch on this more and how to take advantage of what it has to offer.

Ethan says

Great book for business/marketing people.

More on the blog...

<https://unklethan.wordpress.com/2016/...>

Aaron says

This book has changed the way I view marketing. It gives you a great overview with much detail of how word of mouth and buzz spreads.

If you are interested in Word of Mouth Marketing this is ESSENTIAL READING!

All the best,

Aaron Mangal

Chief Love Generation Officer

<http://www.yearoflove.org>

Mark Cheverton says

Underneath it all a fairly straightforward book about viral marketing. Although it covers some interesting examples, it fails to deliver anything new and lacks a sense of delivering a strong framework which you can go out and make practical use of.

Overall, a good book to refresh your focus on the importance of word of mouth and how you should think viral, but doesn't deliver on ideas or implementation.

Keith Jennings says

Great read for those interested in word-of-mouth marketing as science. Last chapter, a workshop, is a gem.

Jakelaub says

Good if you want to know about buzz marketing and network theory. Otherwise only moderately pleasurable to read.

Nik Livadas says

lots of common sense

Matt says

this was a book I read as a bathroom book.. I didn't try to read it cover to cover, but rather read it in 3-5 minute segments, skipping around in the book.. you don't need to read it cover to cover. I am an accountant by trade so I try to expose myself to marketing ideas and this is a great book to do that.. but don't try to read it cover to cover read parts of it over and over through the course of several years and it will be a very rewarding book...

Gwen says

I hate marketing. I hate pop-marketing/psychology. Needless to say, reading this book for class makes me hate everyone involved in marketing.

Gem says

Marketing!!

Irawati - says

gambaran sederhana dr
awal word-of-mouth yg rumit

sbagai pegangan awal
namun perlu update
untuk skarang ini,

karna tetap saja
buku akan tertinggal dr jurnal

Sve says

It is a good book, outlining some of the major principles of word-of-mouth marketing. However, due to the fact that it was written in the year 2000 it is quite outdated. Understandably, there is nothing said about the emerging of the Social networking websites and their impact in word-of-mouth. I think that is worth checking the sequel: The anatomy of Buzz revised :)

Paul says

Huge disappointment. Don't bother.

Todd Johnson says

One of many books that came out around that time profiling viral marketing. Pretty good read if that's what floats your boat.

Robert says

Pretty dry, but does what it says on the label. Enough case studies / examples to be pretty useful.
