

The Anatomy Of Buzz Revisited Real Life Lessons In Word Of Mouth Marketing By Emanuel Rosen 24 Feb 2009 Paperback

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The Academic Medicine Handbook - Laura Weiss Roberts 2013-04-04
Attaining professional success and finding personal happiness in academic medicine is not an

easy path, yet both are critical if the future is to be brighter through better science, better clinical care, better training, better responsiveness to communities, and better

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stewardship and leadership in the health professions. This concise, easy to read title consists of "mini" chapters intended as a resource to assist early- and middle-career physicians, clinicians, and scientists in understanding the unique mission of academic medicine and building creative, effective, and inspiring careers in academic health organizations. Organized in eight sections, the Guide covers such areas as finding your path in academic medicine, getting established at an institution, approaching work with colleagues, writing and reviewing manuscripts, conducting empirical research, developing administrative skills, advancing your academic career, and balancing your professional and personal life. Each chapter includes pointers and valuable career and "best practices" strategies in relation to the topic area. An exciting

addition to the professional development literature, *Achievement and Fulfillment in Academic Medicine: A Comprehensive Guide* is an indispensable resource for anyone seeking to achieve a fulfilling career in academic medicine.

Theory of Mental Tests -
Harold Gulliksen

2013-07-04

This classic volume outlines, for both students and professionals, the mathematical theories and equations that are necessary for evaluating a test and for quantifying its characteristics. The author utilizes formulas that evaluate both the reliability and the validity of tests. He also provides the means for evaluating the reliability and validity of total test scores and individual item analysis. The work remains one of the only books on classical test theory to discuss applications, "true score" theory, the effect of test length on reliability and validity, and the effects of

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univariate and multivariate selection on validity.

Framework for Marketing Management - Kotler

2007-09

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.

Faith-based Marketing - Greg Stielstra 2009

Anatomy of Buzz -

Emanuel Rosen 2001-10-09

Why did it take cameras more than 50 years to start spreading from professionals to the general public? How did Sun Microsystems use the networks to spread the word about Java? How did the makers of Trivial Pursuit create huge demand for the game almost overnight? How did Nintendo create unprecedented buzz for Super Mario Brothers? Word-of-mouth has long

been recognized as a powerful marketing tool and the revolutionary ability of the Internet to connect customers to each other now makes it absolutely critical. As customers grow ever more sceptical they may not listen to adverts, but they do listen to their friends. This will be the first book to teach in a systematic way how these invisible networks work. Readers will learn how to: Build contagious attributes into the product at design stage. Identify network hubs that influence others in the network. Seed non-active networks early on. Design tell a friend promotions that really work (they usually dont). Advertise in a way that simulates and stimulates word-of-mouth.

The Influentials - Edward Keller 2003-02-10

A Simon & Schuster eBook. Simon & Schuster has a great book for every reader.

The Anatomy of Buzz - Emanuel Rosen 2002-05-14

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A groundbreaking guide to creating the word-of-mouth magic that cuts through the skepticism and information overload of today's consumers, and drives sales-and profits-to new heights. What turns a "sleeper" into a box-office bonanza or catapults a just-released book to the top of bestseller lists? How do people decide which car to buy, which fashions fit the image they seek, and even which movie to see? Despite the daily assault of advertising and other traditional marketing strategies, statistics show that consumers are overwhelmingly persuaded by word of mouth-the recommendations of friends and the "buzz" that develops in the marketplace. 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." In *The Anatomy of*

Buzz, former marketing VP Emanuel Rosen pinpoints the products and services that benefit the most from buzz-a universe that embraces everything from high-tech equipment to books, various consumer and entertainment products to legal and other support services-and offers specific strategies for creating and sustaining effective word-of-mouth campaigns. Drawing from interviews with more than 150 executives, marketing leaders, and researchers who have successfully built buzz for major brands, Rosen describes the ins and outs of attracting the attention of influential first users and "big-mouth" movers and shakers. He also 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

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surveys show that 58 percent of young people rely to some extent on others when selecting a car, 53 percent of moviegoers follow the recommendations of friends, and 65 percent of the people who bought a Palm organizer were inspired by the enthusiasm of others. With *The Anatomy of Buzz*, business leaders have what they need to start the buzz and reignite excitement about a product or service stalled in a holding pattern, or launch a new product into the stratosphere.

Arts Management -

Derrick Chong 2009-12-18
The second edition of *Arts Management* has been thoroughly revised to provide an updated, comprehensive overview of this fast-changing subject. Arts managers and students alike are offered a lively, sophisticated insight into the artistic, managerial and social responsibilities necessary for those working in the field. With new cases

studies and several new chapters, Derrick Chong takes an interdisciplinary approach in examining some of the main impulses informing discussions on the management of arts and cultural organizations. These are highly charged debates, since arts managers are expected to reconcile managerial, economic and aesthetic objectives. Topics include: arts and the State, with reference to the instrumentalism of the arts and culture business and the arts ownership and control of arts organizations arts consumption and consumers, including audience development and arts marketing managing for excellence and artistic integrity financial investing in the arts, namely fine arts funds and theatre angels philosophies of philanthropy Incorporating a deliberately diverse range of sources, *Arts Management* is essential reading for students on arts

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management courses and provides valuable insights for managers already facing the management challenges of this field.

The Social Media Reader - Michael Mandiberg 2012-03
The first collection to address the collective transformation happening in response to the rise of social media. With the rise of web 2.0 and social media platforms taking over vast tracts of territory on the internet, the media landscape has shifted drastically in the past 20 years, transforming previously stable relationships between media creators and consumers. The Social Media Reader is the first collection to address the collective transformation with pieces on social media, peer production, copyright politics, and other aspects of contemporary internet culture from all the major thinkers in the field. Culling a broad range and incorporating different

styles of scholarship from foundational pieces and published articles to unpublished pieces, journalistic accounts, personal narratives from blogs, and whitepapers, The Social Media Reader promises to be an essential text, with contributions from Lawrence Lessig, Henry Jenkins, Clay Shirky, Tim O'Reilly, Chris Anderson, Yochai Benkler, danah boyd, and Fred von Loehmann, to name a few. It covers a wide-ranging topical terrain, much like the internet itself, with particular emphasis on collaboration and sharing, the politics of social media and social networking, Free Culture and copyright politics, and labor and ownership. Theorizing new models of collaboration, identity, commerce, copyright, ownership, and labor, these essays outline possibilities for cultural democracy that arise when the formerly passive audience becomes active

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cultural creators, while warning of the dystopian potential of new forms of surveillance and control. *Helping Your Struggling Teenager* - Les Parrott 2000 A parent's guide to teenagers explores thirty-six common teen issues and problems, from sexuality to suicide, offering advice on how to lead struggling teens through these difficult challenges. Original.

Architect + Entrepreneur - Eric W. Reinholdt 2015 Part narrative, part business book; Architect + Entrepreneur is filled with contemporary, relevant, fresh tips and advice, from a seasoned professional architect building a new business. The guide advocates novel strategies and tools that merge entrepreneurship with the practice of architecture and interior design. The Problem: Embarking on a new business venture is intimidating; you have questions. But many of the resources available to help

entrepreneur architects and interior designers start their design business lack timeliness and relevance. Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models. If you're an individual or small team contemplating starting a design business, this is your field guide; crafted to inspire action. The Solution: Using the lean startup methodology to create a minimum viable product, the handbook encourages successive small wins that support a broader vision enabling one to, "think big, start small, and learn fast." It's a unique take on design practice viewed through the lens of entrepreneurship and is designed to answer the questions all new business owners face, from the rote to the existential. Questions about: - Startup costs - Business models (old and new) - Marriage of business and design - Mindset -

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Branding & naming (exercises and ideas) - Internet marketing strategies - Passive income ideas - Setting your fee - Taxes - Standard Operating Procedures (SOPs) - Securing the work - Client relations - Software - Billing rates - Contracts Building a business isn't a singular act; it's a series of small steps. Using the outline found in *Architect + Entrepreneur* you can start today. The chapters are organized to guide you from idea to action. Rather than write a business plan you'll be challenged to craft a brand and you'll sell it using new technologies. Follow the guide sequentially and you'll have both the tools and a profitable small business. Word of Mouth Marketing - Andy Sernovitz 2012 "With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for

free through the power of word of mouth.

Consumer Behavior - Solomon 1973

Marketing Expenditures and Word-of-mouth Communication - Guillermo Armelini 2010

The authors examine the extent to which word-of-mouth communication plays a complementary and/or substitute role with regard to advertising.

The Video Games Textbook - Brian J. Wardyga 2018-08-06

The Video Games Textbook takes the history of video games to another level, with visually-stimulating, comprehensive, and chronological chapters that are relevant and easy to read for a variety of students. Every chapter is a journey into a different era or area of gaming, where readers emerge with a strong sense of how video games evolved, why they succeeded or failed, and the impact they had on the

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industry and human culture. Written to capture the attention and interest of both domestic and international college students, each chapter contains a list of objectives and key terms, illustrative timelines, arcade summaries, images and technical specifications of all major consoles.

Blackwell Handbook of Social Psychology - Garth J. O. Fletcher 2008-05-12

This authoritative handbook provides a cutting-edge overview of classic and current research as well as an assessment of future trends in the field of interpersonal processes. Ensures thorough and up-to-date coverage of all aspects of interpersonal processes Includes contributions by academics and other experts from around the world to ensure a truly international perspective Provides a comprehensive overview of classic and current research and likely future trends

Fully referenced chapters and annotated bibliographies allow easy access to further study Now available in full text online via xreferplus, the award-winning reference library on the web from xrefer. For more information, visit www.xreferplus.com

Handbook of Marketing Decision Models - Berend Wierenga 2008-09-05

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models.

Handbook of Marketing Decision Models presents

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the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets.

Acquiring Eyes - Jonathan Beller 2006

Acquiring Eyes directs incisive but at the same time admiring attention to H. R. Ocampo, Lino Brocka, Ishmael Bernal, and Emmanuel Garibay--four masters, the original and complex visuality of whose genre-specific efforts to parlay Philippine social dynamics into visual

practices of engagement, struggle, and transcendence have produced for each of them a much-deserved and committed local following.

A Savage Factory - Robert J. Dewar 2009

A Savage Factory is a true memoir straight from the factory floor of an automotive giant losing the global auto war to smaller, weaker, less experienced foreign competitors that beat us at our own game on our own turf. It gives an inside look, up close, at incompetent management at war with the labor force that created a quality nightmare and caused the car buying public to lose trust and faith in American cars. It is a true story of the inner workings of Ford's largest automatic transmission plant: the people, the machines, and the never ending war between management and labor that produced low quality cars that opened the door for foreign competitors to come to our country and

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take our auto market. It gives real life examples of the battlefield like conditions in the auto plants that caused alcoholism, drug addiction, sexual harassment, and family breakdown, while producing transmissions that received the largest recall in automotive history and would have caused Ford Motor Company to go bankrupt had the Federal Government not intervened.

Advances in Global Marketing - Leonidas C. Leonidou 2017-10-20

This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings. It covers a wide array of key areas of international marketing research such as cross-cultural consumer behavior, foreign market entry modes, international entrepreneurship, international marketing strategy, country-of-origin

effects, internationalization process, international buyer-seller relationships, corporate social responsibility, and international marketing performance. With both theoretical and empirical contributions by prominent researchers from all over the world, the book highlights and advances extant knowledge on global marketing and offers recommendations for future research. It builds a useful reference for scholars, doctoral researchers, and senior students in international marketing/business.

Market Response Models - Dominique M. Hanssens 2006-04-11

From 1976 to the beginning of the millennium—covering the quarter-century life span of this book and its predecessor—something remarkable has happened to market response research: it has become practice. Academics who teach in professional fields, like we

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do, dream of such things. Imagine the satisfaction of knowing that your work has been incorporated into the decision-making routine of brand managers, that category management relies on techniques you developed, that marketing management believes in something you struggled to establish in their minds. It's not just us that we are talking about. This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them. Of course, economists had always studied demand. But the project of extending demand analysis would fall to marketing researchers, now called marketing scientists for good reason, who saw that in reality the marketing mix was more than price; it was advertising, sales force effort, distribution, promotion, and every other decision variable that

potentially affected sales. The bibliography of this book supports the notion that the academic research in marketing led the way. The journey was difficult, sometimes halting, but ultimately market response research advanced and then insinuated itself into the fabric of modern management.

The Challenges of the Humanities, Past, Present, and Future - Albrecht

Classen 2018-10-08

This book is a printed edition of the Special Issue "The Challenges of the Humanities, Past, Present, and Future - Volume 1" that was published in Humanities

New-Product Diffusion Models - Vijay Mahajan 2000-09-30

Product sales, especially for new products, are influenced by many factors. These factors are both internal and external to the selling organization, and are both controllable and uncontrollable. Due to the

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enormous complexity of such factors, it is not surprising that product failure rates are relatively high. Indeed, new product failure rates have variously been reported as between 40 and 90 percent. Despite this multitude of factors, marketing researchers have not been deterred from developing and designing techniques to predict or explain the levels of new product sales over time. The proliferation of the internet, the necessity of developing a road map to plan the launch and exit times of various generations of a product, and the shortening of product life cycles are challenging firms to investigate market penetration, or innovation diffusion, models. These models not only provide information on new product sales over time but also provide insight on the speed with which a new product is being accepted by various buying groups, such as those identified as

innovators, early adopters, early majority, late majority, and laggards. New Product Diffusion Models aims to distill, synthesize, and integrate the best thinking that is currently available on the theory and practice of new product diffusion models. This state-of-the-art assessment includes contributions by individuals who have been at the forefront of developing and applying these models in industry. The book's twelve chapters are written by a combined total of thirty-two experts who together represent twenty-five different universities and other organizations in Australia, Europe, Hong Kong, Israel, and the United States. The book will be useful for researchers and students in marketing and technological forecasting, as well as those in other allied disciplines who study relevant aspects of innovation diffusion. Practitioners in high-tech and consumer durable

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industries should also gain new insights from New Product Diffusion Models. The book is divided into five parts: I. Overview; II. Strategic, Global, and Digital Environments for Diffusion Analysis; III. Diffusion Models; IV. Estimation and V. Applications and Software. The final section includes a PC-based software program developed by Gary L. Lilien and Arvind Rangaswamy (1998) to implement the Bass diffusion model. A case on high-definition television is included to illustrate the various features of the software. A free, 15-day trial access period for the updated software can be downloaded from <http://www.mktgeng.com/diffusionbook>. Among the book's many highlights are chapters addressing the implications posed by the internet, globalization, and production policies upon diffusion of new products and technologies in the population.

A Companion to Michael Haneke - Roy Grundmann
2010-02-04

A Companion to Michael Haneke is a definitive collection of newly-commissioned work that covers Haneke's body of work in its entirety, catering to students and scholars of Haneke at a time when interest in the director and his work is soaring. Introduces one of the most important directors to have emerged on the global cinema scene in the past fifteen years. Includes exclusive interviews with Michael Haneke, including an interview discussion of *The White Ribbon*. Considers themes, topics, and subjects that have formed the nucleus of the director's life's work: the fate of European cinema, Haneke in Hollywood, pornography, alienation, citizenship, colonialism, and the gaze of surveillance. Features critical examinations of *La Pianiste*, *Time of the Wolf*, *Three*

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Paths to the Lake and
Caché, amongst others
The Connected Customer -
Stefan H.K. Wuyts
2011-01-19

In today's connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication (i.e., MySpace, Facebook, Twitter and Cyworld). Consumers are also increasingly connected with brands and seek to play a more participative role in their relationship with companies, stimulating companies to reconsider how to connect with consumers. This book consists of a collection of chapters by thought-leaders

in the field of marketing and beyond that deals with the rich facets of connectivity. This edited volume is a great source of research ideas and fresh theory building for academics and students in marketing and related fields who wish to understand this exciting field. It will be a source of inspiration for practitioners who are eager to take up the challenge and adapt their marketing strategies to the changing nature of consumer and business markets.

Studying Japan - Nora
Kottmann 2020-12

Studying Japan is the first comprehensive guide on qualitative methods, research designs and fieldwork in social science research on Japan. More than 70 Japan scholars from around the world provide an easy-to-read overview on qualitative methods used in research on Japan's society, politics, culture and history. The book covers the entire research process from the

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outset to the the first comprehensive guide on qualitative methods, research designs and fieldwork in social science research on Japan. More than 70 Japan scholars from around the world provide an easy-to-read overview on qualitative methods used in research on Japan's society, politics, culture and history. The book covers the entire research process from the outset to the completion of a thesis, a paper, or a book. The authors provide basic introductions to individual methods, discuss their experiences when applying these methods and highlight current trends in research on Japan. The book serves as a foundation for a course on qualitative research methods and can also be used as a reference for all researchers in Japanese Studies, the Social Sciences and Area Studies. It is an essential reading for students and researchers with an interest in Japan!

Consumer Tribes - Bernard

Cova 2012-06-25
Marketing and consumer research has traditionally conceptualized consumers as individuals- who exercise choice in the marketplace as individuals not as a class or a group. However an important new perspective is now emerging that rejects the individualistic view and focuses on the reality that human life is essentially social, and that who we are is an inherently social phenomenon. It is the tribus, the many little groups we belong to, that are fundamental to our experience of life. Tribal Marketing shows that it is not individual consumption of products that defines our lives but rather that this activity actually facilitates meaningful social relationships. The social 'links' (social relationships) are more important than the things (brands etc.) The aim of this book is therefore to offer a systematic overview of the area that has been defined as "cultures of

consumption"- consumption microcultures, brand cultures, brand tribes, and brand communities. It is though these that students of marketing and marketing practitioners can begin to genuinely understand the real drivers of consumer behaviour. It will be essential to everyone who needs to understand the new paradigm in consumer research, brand management and communications management.

America in the British Imagination - J. Lyons

2013-12-18

How was American culture disseminated into Britain? Why did many British citizens embrace American customs? And what picture did they form of American society and politics? This engaging and wide-ranging history explores these and other questions about the U.S.'s cultural and political influence on British society in the post-World War II period.

Writing the Character-Centered Screenplay,
Updated and Expanded edition - Andrew Horton
2000-02-23

"We need good screenwriters who understand character." Everywhere Andrew Horton traveled in researching this book—from Hollywood to Hungary—he heard the same refrain. Yet most of the standard how-to books on screenwriting follow the film industry's earlier lead in focusing almost exclusively on plot and formulaic structures. With this book, Horton, a film scholar and successful screenwriter, provides the definitive work on the character-based screenplay. Exceptionally wide-ranging—covering American, international, mainstream, and "off-Hollywood" films, as well as television—the book offers creative strategies and essential practical information. Horton begins by placing screenwriting in

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the context of the storytelling tradition, arguing through literary and cultural analysis that all great stories revolve around a strong central character. He then suggests specific techniques and concepts to help any writer—whether new or experienced—build more vivid characters and screenplays. Centering his discussion around four film examples—including *Thelma & Louise* and *The Silence of the Lambs*—and the television series, *Northern Exposure*, he takes the reader step-by-step through the screenwriting process, starting with the development of multi-dimensional characters and continuing through to rewrite. Finally, he includes a wealth of information about contests, fellowships, and film festivals. Espousing a new, character-based approach to screenwriting, this engaging, insightful work will prove an essential guide to all of those

involved in the writing and development of film scripts.

Hacker, Hoaxer, Whistleblower, Spy -

Gabriella Coleman

2015-10-06

The ultimate book on the worldwide movement of hackers, pranksters, and activists collectively known as Anonymous—by the writer the Huffington Post says “knows all of Anonymous’ deepest, darkest secrets” “A work of anthropology that sometimes echoes a John le Carré novel.” —Wired Half a dozen years ago, anthropologist Gabriella Coleman set out to study the rise of this global phenomenon just as some of its members were turning to political protest and dangerous disruption (before Anonymous shot to fame as a key player in the battles over WikiLeaks, the Arab Spring, and Occupy Wall Street). She ended up becoming so closely connected to Anonymous that the tricky story of her

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inside–outside status as Anon confidante, interpreter, and erstwhile mouthpiece forms one of the themes of this witty and entirely engrossing book. The narrative brims with details unearthed from within a notoriously mysterious subculture, whose semi-legendary tricksters—such as Topiary, tflow, Anachaos, and Sabu—emerge as complex, diverse, politically and culturally sophisticated people. Propelled by years of chats and encounters with a multitude of hackers, including imprisoned activist Jeremy Hammond and the double agent who helped put him away, Hector Monsegur, Hacker, Hoaxer, Whistleblower, Spy is filled with insights into the meaning of digital activism and little understood facets of culture in the Internet age, including the history of “trolling,” the ethics and metaphysics of hacking, and the origins and manifold

meanings of “the lulz.”
The Complete Book of 2010s Broadway Musicals - Dan Dietz 2020-09-10
This volume contains detailed information about every musical that opened on Broadway from 2010 through the end of 2019. This book discusses the decade’s major successes, notorious failures, and musicals that closed during their pre-Broadway tryouts. In addition to including every hit and flop that debuted during the decade, this book highlights revivals and personal-appearance revues.

Everything is Obvious - Duncan J. Watts 2011-07-01
Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense,

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think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present-an argument that has important implications in politics, business, marketing, and even everyday life.

The World's Best-known Marketing Secret - Ivan R.

Misner 1999

Grow your own business with the oldest, best, and most effective marketing method in the world--word of mouth.

The Anatomy of Buzz Revisited - Emanuel Rosen
2009-02-24

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

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services—and help spread the word among their friends, colleagues, and communities. * Adapt traditional word-of-mouth 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 message-cluttered world.

No Bullshit Social Media - Jason Falls 2012

The In-Your-Face, Results-Focused, No-"Kumbaya" Guide to Social Media for Business! Detailed techniques for increasing sales, profits, market share, and efficiency. Specific solutions for brand-building, customer service, R & D, and reputation management. Facts, statistics, real-world case studies, and rock-solid metrics

Coding Freedom - E.

Gabriella Coleman 2013
Who are computer hackers? What is free software? And what does the emergence of a community dedicated to the production of free and open source software--and to hacking as a technical, aesthetic, and moral project--reveal about the values of contemporary liberalism? Exploring the rise and political significance of the free and open source software (F/OSS) movement in the United States and Europe, Coding Freedom details the ethics behind hackers' devotion to F/OSS, the social codes that guide its production, and the political struggles through which hackers question the scope and direction of copyright and patent law. In telling the story of the F/OSS movement, the book unfolds a broader narrative involving computing, the politics of access, and intellectual property. E. Gabriella Coleman tracks the ways in which hackers

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collaborate and examines passionate manifestos, hacker humor, free software project governance, and festive hacker conferences. Looking at the ways that hackers sustain their productive freedom, Coleman shows that these activists, driven by a commitment to their work, reformulate key ideals including free speech, transparency, and meritocracy, and refuse restrictive intellectual protections. Coleman demonstrates how hacking, so often marginalized or misunderstood, sheds light on the continuing relevance of liberalism in online collaboration.

The Handbook of Communication and Security - Bryan C. Taylor
2019-06-10

The Handbook of Communication and Security provides a comprehensive collection and synthesis of communication scholarship that engages security at

multiple levels, including theoretical vs. practical, international vs. domestic, and public vs. private. The handbook includes chapters that leverage communication-based concepts and theories to illuminate and influence contemporary security conditions. Collectively, these chapters foreground and analyze the role of communication in shaping the economic, technological, and cultural contexts of security in the 21st century. This book is ideal for advanced undergraduate and postgraduate students and scholars in the numerous subfields of communication and security studies.

Contemporary Hollywood Stardom - Thomas Austin
2003

This book offers a reappraisal of star studies in light of the arrival of the internet and the explosion in materials such as glossy magazines and merchandise meaning that stars are

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visible as never before. It explores the political economy of stardom, questions of performance, the effect on stardom of convergence between the film industry and other leisure industries, and the role of audiences.

Pow! Right Between the Eyes - Andy Nulman
2009-02-24

Pow! Radical new methods for reaching jaded, cynical consumers Put simply, when it comes to your business, your new idea, even yourself, this book can be the difference between a "Who cares?" and a "Holy cow!" Business, both big and small, is in desperate need of new ways to inspire bored and cynical consumers who have grown weary of the same old song and dance. In today's information economy, it doesn't matter how many people you reach, but how much attention they pay. And the best way to get attention is with the powerful, but largely

misunderstood, element of surprise. Pow! Enter Andy Nulman with the art of surprise marketing. An explosive new outlook, surprise marketing solidifies the bond between you and your customers like nothing else, and keeps them coming back for more by providing a continuous flow of what they never expected. Pow! Right Between the Eyes reveals the secrets, theories, and tactics of surprise marketing, and wields outrageous real-world examples (and even more outrageous tools like "The Lubricant to Yes" and "Euphoric Shock") to help expand the boundaries of the extreme and create a bigger bang for bigger profits. On his quest to unlock the secret of why some things knock your socks off and others put you to sleep, Nulman shares insights from director Alfred Hitchcock, designer Philippe Starck, playwright David Mamet, Family Guy

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creator Seth McFarlane, Harvard psychologists, songwriters, bloggers, and even the inventor of Pirate Booty snack chips. And he shows how today's smartest companies are winning big with surprises stories like: • How Oprah's shocking announcement that "Everybody gets a car!" sent her Web site traffic up 800% and helped the Pontiac G6 outsell its competitors by 20% • How Target earns \$7 billion a year in free publicity with stunts like a floating temporary store in New York's Hudson River or putting on a vertical fashion show where acrobat models walked down the side of Rockefeller Center • How Bear Naked Granola reversed the trick-or-treat tradition by sending costumed street teams door-to-door to give away granola samples on Halloween Andy Nulman is a wildly-successful businessman and even wilder public speaker who first learned the power

of surprise working with Jay Leno, Jerry Seinfeld, Jim Carrey, and many other comedians as the cofounder and CEO of the Just For Laughs Festival, the world's largest comedy event. His book shares hilarious and effective surprise promotions that he himself dreamed up for the event and in his current position as cofounder, President, and CMO of Airborne Mobile, which brings brands like Maxim, Family Guy, and the NFL to the mobile media world. Don't forget to read the book's two forewords by the legendary John Cleese and CBS Late Late Show host Craig Ferguson. Surprising choices for a business book? Well...what did you expect? *The Twittering Machine* - Richard Seymour
2020-09-22

A brilliant probe into the political and psychological effects of our changing relationship with social media Former social media executives tell us that the

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system is an addiction-machine. We are users, waiting for our next hit as we like, comment and share. We write to the machine as individuals, but it responds by aggregating our fantasies, desires and frailties into data, and returning them to us as a commodity experience. The Twittering Machine is an unflinching view into the calamities of digital life: the circus of online trolling, flourishing alt-right subcultures, pervasive corporate surveillance, and the virtual data mines of Facebook and Google where

we spend considerable portions of our free time. In this polemical tour de force, Richard Seymour shows how the digital world is changing the ways we speak, write, and think. Through journalism, psychoanalytic reflection and insights from users, developers, security experts and others, Seymour probes the human side of the machine, asking what we're getting out of it, and what we're getting into. Social media held out the promise that we could make our own history—to what extent did we choose the nightmare that it has become?