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Building a StoryBrand
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The Tipping Point

Contagious Things
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Buyology Crown Currency

A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business. If you listen to the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of "social media" first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media "success," and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.

Contagious Little, Brown Books for Young Readers

This guide reveals how writers can utilize cognitive storytelling strategies to craft stories that ignite readers' brains and

captivate them through each plot element. Imagine knowing what the brain craves from every tale it encounters, what fuels the success of any great story, and what keeps readers transfixed. *Wired for Story* reveals these cognitive secrets—and it's a game-changer for anyone who has ever set pen to paper. The vast majority of writing advice focuses on "writing well" as if it were the same as telling a great story. This is exactly where many aspiring writers fail—they strive for beautiful metaphors, authentic dialogue, and interesting characters, losing sight of the one thing that every engaging story must do: ignite the brain's hardwired desire to learn what happens next. When writers tap into the evolutionary purpose of story and electrify our curiosity, it triggers a delicious dopamine rush that tells us to pay attention. Without it, even the most perfect prose won't hold anyone's interest. Backed by recent breakthroughs in neuroscience as well as examples from novels, screenplays, and short stories, *Wired for Story* offers a revolutionary look at story as the brain experiences it. Each chapter zeroes in on an aspect of the brain, its corresponding revelation about story, and the way to apply it to your storytelling right now.

Everybody Writes Crown

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by

explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

The Greatest Networker in the World

McGraw Hill Professional

Face Facebook, link up with LinkedIn, and tweet with Twitter using this all-in-one guide! Marketing your business through social media isn't rocket science. Here's how to apply the marketing savvy you already have to the social media your prospects are using, helping you get and keep more customers, make more sales, and boost your bottom line. Find the business side — explore the variety of social media options and research where your target audience hangs out Collect your tools — discover ways to simplify posting in multiple locations and how to monitor activity Establish your presence — start a blog or podcast to build a following Follow and be followed — find the right

people to follow on Twitter and get them to follow you Fan out — showcase your company with a customized Facebook business page Follow up — use analytics to assess the success of your social media campaign Open the book and find: Tips for finding your target market Important legal considerations Step-by-step guidance for setting up a campaign Lots of helpful technology tools Blogging and podcasting advice How to make Twitter pay off for your business Tools for analyzing your success in each medium When to move forward and when to pull back

Invisible Influence Book Apart

From the Master of Horror comes the first gripping book in the twelve book New York Times bestselling Saga of Darren Shan. Start the tale from the beginning in the book that inspired the feature film *The Vampire's Assistant* and petrified devoted fans worldwide. A young boy named Darren Shan and his best friend, Steve, get tickets to the Cirque Du Freak, a wonderfully gothic freak show featuring weird, frightening half human/half animals who interact terrifyingly with the audience. In the midst of the excitement, true terror raises its head when Steve recognizes that one of the performers-- Mr. Crepsley-- is a vampire! Steve remains after the show finishes to confront the vampire-- but his motives are surprising! In the shadows of a crumbling theater, a horrified Darren eavesdrops on his friend and the vampire, and is witness to a monstrous, disturbing plea. As if by destiny, Darren is pulled to Mr. Crepsley and what follows is his horrifying descent into the dark and bloody world of vampires. This is the beginning of Darren's story.

Eating the Big Fish Random House
NEW YORK TIMES BESTSELLER • “A

fascinating look at how consumers perceive logos, ads, commercials, brands, and products.”—Time How much do we know about why we buy? What truly influences our decisions in today’s message-cluttered world? In *Buyology*, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can “cool” brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today’s consumer that will captivate anyone who’s been seduced—or turned off—by marketers’ relentless attempts to win our loyalty, our money, and our minds.

Hooked Simon and Schuster

A blood-witch’s mission to assassinate the prince she is betrothed to is compromised by the discovery of a deadly plague—and the beautiful princess intent on stopping it.

Break Through the Noise John Wiley & Sons

High Growth Handbook is the playbook for growing your startup into a global brand. Global technology executive, serial entrepreneur, and angel investor Elad Gil has worked with high-growth tech companies including Airbnb, Twitter, Google, Stripe, and Square as

they’ve grown from small companies into global enterprises. Across all of these breakout companies, Gil has identified a set of common patterns and created an accessible playbook for scaling high-growth startups, which he has now codified in *High Growth Handbook*. In this definitive guide, Gil covers key topics, including: • The role of the CEO • Managing a board • Recruiting and overseeing an executive team • Mergers and acquisitions • Initial public offerings • Late-stage funding. Informed by interviews with some of the biggest names in Silicon Valley, including Reid Hoffman (LinkedIn), Marc Andreessen (Andreessen Horowitz), and Aaron Levie (Box), *High Growth Handbook* presents crystal-clear guidance for navigating the most complex challenges that confront leaders and operators in high-growth startups.

Social Media Is Bullshit National Geographic Books

Life isn’t about “finding” fulfillment and success – it’s about creating it. Why then has creativity been given a back seat in our culture? No longer. ** A Wall Street Journal, Los Angeles Times and Publishers Weekly Bestseller **

Creativity is a force inside every person that, when unleashed, transforms our lives and delivers vitality to everything we do. Establishing a creative practice is therefore our most valuable and urgent task - as important to our well-being as exercise or nutrition. The good news? Renowned artist, author, and CreativeLive founder, Chase Jarvis, reminds us that creativity isn’t a skill—it’s a habit available to everyone: beginners and lifelong creators, entrepreneurs to executives, astronauts to zookeepers, and everyone in between. Through small, daily actions we can supercharge our innate creativity

and rediscover our personal power in life. Whether your ambition is a creative career, completing a creative project, or simply cultivating a creative mindset, Creative Calling will unlock your potential via Jarvis's memorable "IDEA" system: · Imagine your big dream, whatever you want to create—or become—in this world. · Design a daily practice that supports that dream—and a life of expression and transformation. · Execute on your ambitious plans and make your vision real. · Amplify your impact through a supportive community you'll learn to grow and nurture.

Creative Calling John Wiley & Sons

The idea of contagious transmission, either by material particles or by infectious ideas, has played a powerful role in the development of the Western World since antiquity. Yet it acquired quite a precise signature during the process of scientific and cultural differentiation in the 19th and early 20th centuries. This volume explores the significance and cultural functions of contagionism in this period, from notions of infectious homosexuality and the concept of social contagion to the political implications of bacteriological fieldwork. The history of the concept 'microbe' in aesthetic modernism is addressed as well as bacteriological metaphors in American literary historiography. Within this broad framework, contagionism as a literary narrative is approached in more focussed contributions: from its emotional impact in literary modernism to the idea of physical or psychic contagion in authors such as H.G. Wells, Kurt Lasswitz, Gustav Meyrinck, Ernst Weiss, Thomas Mann and Max Frisch. This twofold approach of general topics and individual literary case studies produces a deeper understanding of the

symbolic implications of contagionism marking the boundaries between sick and healthy, familiar and alien, morally pure and impure.

101 Things I Learned® in Advertising School Business Plus

A groundbreaking book that boldly claims the key to success is not talent, connections, or ideas, but the ability to persuade people to take a chance on your potential. "The most exceptional people aren't just brilliant...they're backable." —Daniel Pink, #1 New York Times bestselling author of *When, Drive and To Sell is Human* No one makes it alone. But there's a reason some people can get investors or bosses to believe in them while others cannot. And that reason has little to do with experience, pedigree, or a polished business plan. Backable people seem to have a hidden quality that inspires others to take action. We often chalk this up to natural talent or charisma...either you have "it" or you don't. After getting rejected by every investor he pitched, Suneel Gupta had a burning question: Could "it" be learned? Drawing lessons from hundreds of the world's biggest thinkers, Gupta discovered how to pitch new ideas in a way that has raised millions of dollars, influenced large-scale change inside massive corporations, and even convinced his eight-year-old daughter to clean her room. Inside Backable are long-held secrets from producers of Oscar-winning films, members of Congress, military leaders, culinary stars, venture capitalists, founders of unicorn-status startups, and executives at iconic companies like Lego, Method, and Pixar. Backable reveals how the key to success is not charisma, connections, or even your résumé, but rather your ability to persuade others to take a chance on you. This original book will

show you how.

Cirque Du Freak: A Living Nightmare

Random House Canada

A brand's meaning—how it resonates in the public heart and mind—is a company's most valuable competitive advantage. Yet, few companies really know how brand meaning works, how to manage it, and how to use brand meaning strategically. Written by best-selling author Carol S. Pearson (*The Hero Within*) and branding guru Margaret Mark, this groundbreaking book provides the illusive and compelling answer.

Using studies drawn from the experiences of Nike, Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind known as archetypes. The book provides tools and strategies to:

- Implement a proven system for identifying the most appropriate and leverageable archetypes for any company and/or brand
- Harness the power of the archetype to align corporate strategy to sustain competitive advantage

Traction John Wiley & Sons

Success in 50 Steps has been 10 years in the making, with the author researching and compiling over 500 book summaries into video, audio and written format on his website Bestbookbits.com. The book takes the reader through the steps of taking their dreams out of their head and making them a reality. Walking the reader through the steps to success such as dreams, passions, desire, purpose, goals, planning, time, knowledge, ideas, thinking, beliefs, attitude, action, work, habits, happiness, growth, failure, fear, courage, motivation, persistence, discipline, results and success. With the pathway to success outlined in 50 easy

steps, anyone can put into practice the wisdom to take their personal dreams and goals out of their head into reality. Featuring a treasure trove of quotations from the legends of personal development such as Tony Robbins, Jim Rohn, Napoleon Hill, Les Brown, Zig Ziglar, Wayne Dyer, Brian Tracy, Earl Nightingale, Dale Carnegie, Norman Vincent Peale, Og Mandino and Bob Proctor to name a few, let this book inspire you to become the best version of yourself.

The Ones We Burn Xlibris Corporation

Take care of yourself as a working designer and use design as a tool for good.

Design Is a Job Clifford Ventures Corp.

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also

companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Contagionism and Contagious Diseases
BenBella Books, Inc.

You think that your choices and behaviors are driven by your individual, personal tastes, and opinions. Our own personal thoughts and opinions is patently obvious. Right? Wrong. Other people's behavior has a huge influence on everything we do, from the mundane to the momentous. Berger integrates research and thinking from business, psychology, and social science to focus on the subtle, invisible influences behind our choices as individuals

Building a Buzz Simon and Schuster
Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and

retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply

across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world. [Hacking Growth](#) Springer

IN A 24/7/365, SECOND-BY-SECOND NEWS ENVIRONMENT, SAVVY OPERATORS REALIZE THERE ARE NEW WAYS TO GENERATE MEDIA ATTENTION. The rules have changed. The traditional PR model—sticking closely to a preset script and campaign timeline—no longer works the way it used to. Public

discourse now moves so fast and so dynamically that all it takes is a single afternoon to blast the wheels off someone's laboriously crafted narrative. Enter newsjacking: the process by which you inject your ideas or angles into breaking news, in real-time, in order to generate media coverage for yourself or your business. It creates a level playing field—literally anyone can newsjack—but, that new level favors players who are observant, quick to react, and skilled at communicating. It's a powerful tool that can be used to throw an opponent or simply draft off the news momentum to further your own ends. In [Newsjacking](#), marketing and PR expert and bestselling author David Meerman Scott offers a quick and punchy read that prepares you to launch your business ahead of the competition and attract the attention of highly-engaged audiences by taking advantage of breaking news. Newsjacking will provide you with: Tools that you can use to monitor the news Case studies and examples that demonstrate how to strike at the right time Information on how to make your content available online for journalists to find The potential risks of newsjacking Keys to developing the real-time mindset required to succeed with the strategies presented in the book Newsjacking is powerful, but only when executed in real-time. It is about taking advantage of opportunities that pop up for a fleeting moment then disappear. In that instant, if you are clever enough to add a new dimension to the story in real-time, the news media will write about you. [Success in 50 Steps](#) Createspace Independent Publishing Platform Providing unique, accessible lessons on advertising, this title in the bestselling 101 Things I Learned® series is a perfect

resource for students, recent graduates, general readers, and even seasoned professionals. The advertising industry is fast paced and confusing, and so is advertising school. This installment in the 101 Things I Learned® series is for the student lost in a sea of jargon, data, and creative dead-ends. One hundred and one illustrated lessons offer thoughtful, entertaining insights into consumer psychology, media, audience targeting, creativity, and design, illuminating a range of provocative questions: Why is half of advertising bound to fail? Why should a mug in an ad be displayed with its handle to the

right? How did the ban on cigarette advertising create more smokers? Why do people fall for propaganda? When doesn't sex sell? Written by an experienced advertising executive and instructor, 101 Things I Learned® in Advertising School is sure to appeal to students, to seasoned professionals seeking new ways to craft an ad campaign, and to small-business owners looking to increase awareness of their brand.

The Anxiety Toolkit Crown

The author shares his personal insights and advice for successfully using social media to promote yourself, your service, or your product to the right audience.

Best Sellers - Books :

- [Dog Man: Twenty Thousand Fleas Under The Sea: A Graphic Novel \(dog Man #11\): From The Creator Of Captain Underpants](#)
- [The Subtle Art Of Not Giving A F*ck: A Counterintuitive Approach To Living A Good Life](#)
- [Baking Yesteryear: The Best Recipes From The 1900s To The 1980s](#)
- [Jackie: Public, Private, Secret By J. Randy Taraborrelli](#)
- [Spare By Prince Harry The Duke Of Sussex](#)
- [Little Blue Truck's Springtime: An Easter And Springtime Book For Kids](#)
- [Remarkably Bright Creatures: A Read With Jenna Pick By Shelby Van Pelt](#)
- [How To Catch A Mermaid By Adam Wallace](#)
- [How To Catch A Leprechaun](#)
- [Stop Overthinking: 23 Techniques To Relieve Stress, Stop Negative Spirals, Declutter Your Mind, And Focus On The Present \(the](#)