



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

Emanuel Rosen

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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.

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