



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-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.



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