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Buzz Revisited

“The Anatomy of Buzz Revisited” by Emanuel Rosen is an updated version of his original book, “The Anatomy of Buzz”, that offers twelve additional chapters explaining how word of mouth is generated and the importance of using it in marketing strategies to sell products to customers.

The Anatomy of Buzz
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**Revisited: Real-life
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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

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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
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Revisited ...

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The content wasn't

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highly scientific or complex, it was understandable yet insightful. "The Anatomy of Buzz Revisited" breaks down the hows and whys of word of mouth marketing into small subsections, acting as a successful manual to understanding the importance of buzz in today's business world.

Amazon.com: The Anatomy of Buzz

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Of Mouth
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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,
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communities.

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Real-life lessons in**
Or Mouth

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It shouldn't surprise
any of you that I'm
reading and reviewing
Emanuel Rosen's "The
Anatomy of Buzz
Revisited: Real-Life
Lessons in Word-of-
Mouth Marketing." Any
book that's going to
get the word out and
get me and my clients
chosen over another
alternative is very high

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on my reading list.

Lessons In Word
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Emanuel Rosen 24
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The Anatomy of Buzz is all
around us and as hot a
marketing topic as
there is going, but for a
recent episode of the
Duct Tape Marketing
podcast I caught up
with Emanuel Rosen
author of the national
bestseller The Anatomy
of Buzz (Doubleday,

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2000) and "The
Anatomy of Buzz
Revisited (Doubleday,
2009).

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**The Anatomy of Buzz
Revisited - Duct
Tape Marketing**

In The Anatomy of Buzz
Revisited, Rosen sticks
to the core principles of
his first book while
substantially updating
them to reflect the
changes that have
taken place online. The
book's concrete

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examples will offer

solid ideas to any

marketer." - John

Porcaro, Director,

Customer and

Community

Relationship Marketing

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The Anatomy of Buzz Revisited: Real-Life Lessons in Word ...

Labels: the anatomy of
buzz revisited, word of
mouth marketing.

Friday, October 22,

2010. Three Worst and

Best Predictions I

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Made. This week is the
10th anniversary of
"The Anatomy of Buzz"
and it's a good
opportunity to look
back at some of the
predictions I made in
that book.

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The Anatomy of Buzz

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

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product, message, or idea in today's message-cluttered world. About The Anatomy of Buzz Revisited. A new edition of the definitive handbook on word-of-mouth marketing, completely revised and updated for today's online world.

The Anatomy of Buzz Revisited by Emanuel Rosen ...

(2000) and The

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Anatomy of Buzz
Revisited (2009). Prior
to writing these books,
he was Vice President
Marketing at Niles
Software in Berkeley
California where he
was responsible for
launching and
marketing the
company's flagship
product EndNote which
spread to a large
extent by word of
mouth.

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**Buzz: A Different
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Researcher
consumers, The
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to: * Generate genuine
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services—and help
spread the word
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Emanuel Rosen ...**

Emanuel Rosen is the
author of the national
bestseller "The
Anatomy of Buzz"
(Doubleday, 2000). His
latest book, "Absolute
Value" (with Stanford
professor Itamar

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Simonson), won the
2016 American
Marketing Association
Best Book Award.

Emanuel was
previously vice
president, marketing,
at Niles Software,
where he launched the
company's flagship ...

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buzz happen." Chip
Heath, coauthor of

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Made to Stick, Switch
and Decisive “Emanuel

Rosen is to buzz
marketing what Peter
Drucker is to effective
management.” Guy

Kawasaki, author

“...when it comes to
understanding how and
why ideas spread,
there are just as many
reasons to read Rosen
now as there were
almost ten years ago.”

Emanuel Rosen

In The Anatomy of

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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-

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Lessons In Word
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