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Emanuel Rosen

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THE ANATOMY OF BUZZ REVISITED

Real-life Lessons in Word-of-Mouth Marketing




EMANUEL ROSEN

Completely updated and revised edition with over 50% new material

"Buzz marketing is bigger and better than ever, which is why it is more important than ever to read this smart, smart book."

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0 of 0 people found the following review helpful. *The Anatomy of Buzz Still Mandatory Read* By Chris Abraham I just finished *The Anatomy of Buzz Revisited*, kindly signed and sent to me by the author and expert, Emanuel Rosen. I read the first half of the book during my long constitutional a couple months ago. In fact, I did a video review of the

book while I was walking you can check out. I put it down, thinking I had tapped the best of this book; not so, I had only read the first half of a book that rewards all the way through. The second half even makes things more practical and approachable than the first half. I don't have a lot to say except this is not the same book that was written almost ten years ago, it has been updated to include the plethora of new case studies, examples, and experts, including all the hot and new social networks. I am going to pass on this book to all the members of my team because I believe that all companies and all staff members can develop some calcium deposits when it comes to creativity, innovation, and problem-solving -- we become too myopic -- and I really believe this sort of read can blow out the cobwebs and help keep my team on their toes. I highly recommend it and am grateful that Mr. Rosen thought of me during the publicity of this revised and improved book. 0 of 0 people found the following review helpful. I can't read it. By Timothy J Scott This book was recommended by a friend. I got about three chapters in and now it's collecting dust. It maybe informative but it's not compelling. 0 of 0 people found the following review helpful. The Anatomy of Buzz By Stacy Hinkel This book is very helpful when marketing your business. It illustrates how buzz develops and travels. Rosen explains who is most likely to transmit buzz on your product and when.

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.

“Just about every page of this book has an insight worth the entire price of admission. Tell your friends.” —Seth Godin, author of *Tribes* “Emanuel Rosen is to buzz marketing what Peter Drucker is to effective management. This book is the foundation upon which most buzz marketing knowledge is based.” —Guy Kawasaki, cofounder of Alltop.com “Buzz marketing is bigger and better than ever, which is why it is more important than ever to read this smart, smart book.” —Robert B. Cialdini, author of *Influence: Science and Practice*, and coauthor of *YES! 50 Scientifically Proven Ways to Be Persuasive* About the Author EMANUEL ROSEN was vice president of marketing for Niles Software, the maker of EndNote, for nine years. He lives in Menlo Park, California.