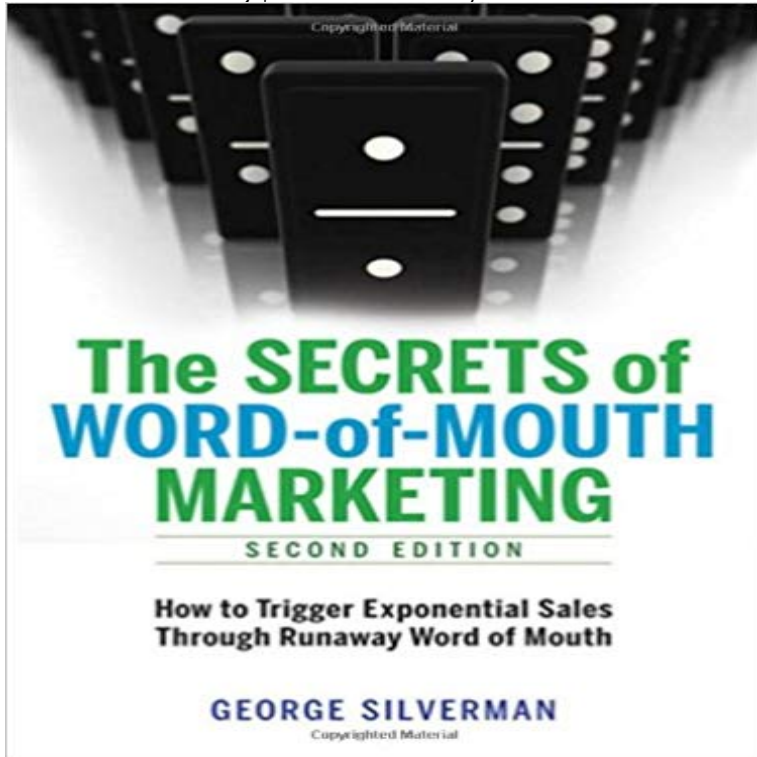


# The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth



The first edition of The Secrets of Word-of-Mouth Marketing provided readers with step-by-step guidance for constructing a word-of-mouth marketing campaign that would penetrate successive audience tiers and build sales exponentially. Extensively revised to reflect the profound changes in the marketplace, from new attitudes and communication methods, to new ways of relating to increasingly wary Web 2.0 customers, the second edition of this groundbreaking book shows readers how they can move beyond traditional approaches to inspire the kind of word of mouth that catches fire and generates revenue. Featuring enlightening case studies and examples, as well as an updated version of the authors innovative Decision Matrix for identifying potential buyers and determining and crafting the right kind of message, The Secrets of Word-of-Mouth Marketing simplifies the process of choosing the delivery method, harnessing the power of influencers, and measuring results. From how to navigate the latest digital media to what Malcolm Gladwell got wrong, this is still the last word on word of mouth.

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window.ue_csm.cel_widgets = [
  { id:
  detail-bullets
  }, { id:
  featurebullets_feature_div
  }, { id:
  summaryContainer
  }, { s: #revMHRL >
  DIV
  , id_gen: function(elem, index) {
  return custRev + (index + 1);
  }
  }, { id:
  sims_fbt
  }, { id: purchase-sims-feature
  }, { id: session-sims-feature
  }, { id:
  quickPromoBucketContent
  }, { id:
  productDescription
  }, { id:
  technicalSpecifications_feature_div
  }, {
  id: prodDetails
  }, { id: related_ads
  }, {
  id: technical-data
  }, { id:
  tagging_lazy_load_div
  }, { id:
  consumption-sims
  }, { id:
  moreBuyingChoices_feature_div
  }, { id:
  product-ads-feedback_feature_div
  }, { id:
  DAcrt
  }, { id: vtpsims
  }, { c: celwidget

```

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}, { id: fallbacksessionShvl }, { id: rhf
}, { id: unifiedLocationPopoverSelections
} ]; (function(a){ var
b=document.ue_backdetect;b&&b.ue_back
&&a.ue&&(a.ue.bfini=b.ue_back.value);a.
uet&&a.uet(be);a.onLdEnd&&(window.ad
dEventListener?window.addEventListener(
load,a.onLdEnd,1):window.attachEvent&
&window.attachEvent(onload,a.onLdEnd))
;a.ueh&&a.ueh(0,window,load,a.onLd,1);a.
ue&&a.ue.tag&&(a.ue_furl&&a.ue_furl.sp
lit?(b=a.ue_furl.split())&&b[0]&&a.ue.tag
(b[0]:a.ue.tag(nofls)})(ue_csm); var
ue_pty=Detail, ue_spty=Glance,
ue_pti=0814416683; v
(function(g,h){ function d(a,d){ var
b={};if(!e !f)try{ var
c=h.sessionStorage;c?a&&(undefined!=t
ypeof
d?c.setItem(a,d):b.val=c.getItem(a)):f=1}ca
tch(g){e=1}e&&(b.e=1);return b}var
b=g.ue
{ },a=f,e,c,a=d(csmtid);f?a=NA:a.e?a=ET:(
a=a.val,a (a=b.oid
NI,d(csmtid,a)),c=d(b.oid),c.e (c.val=c.val
0,d(b.oid,c.val+1)),b.ssw=d;b.tabid=a})(u
e_csm,window); (function(b,c){ var
a=c.images;a&&a.length&&b.ue.count(tot
alImages,a.length)})(ue_csm,document);
(function(m,h){ function I(a){ if(a)return
a.replace(/^\//s+ //s+$/g,)}function
x(a,e){ if(!a)return{ };a.m&&a.m[k]&&(a=a
.m);var b=e.m e[k]
,b=a.m&&a.m[k]?b+a.m[k]:a.m&&a.m.tar
get&&a.m.target.tagName?b+(Error
handler invoked by +a.m.target.tagName+
tag):a.m?b+a.m:a[k]?b+a[k]:b+Unknown
error,b={ m:b,f:a.f a.sourceURL
a.fileName a.filename
a.m&&a.m.target&&a.m.target.src,l:a.l
a.line a.lineno
a.lineNumber,c:a.c?a.c:a.c,s:[],t:m.ue.d(),
name:a.name,type:a.type,csm:J+
+(a.fromOnError?onerror:
ueLogError)},d,c,g=0,f=0,n;c=h.location;d
=a.stack (a.err?a.err.stack:);b[y]=e[y]
c&&c.href missing;b[p]=e[p]
z;(c=e[q])&&(b[q]=+c);m.ue_ld_err&&h.p
erformance&&h.performance.timing&&(c
=h.performance.timing,f=window.performa
nce&&window.performance.now&&windo

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w.performance.timing?window.performanc
e.now()+window.performance.timing.navig
ationStart:+new
Date,b.lid=0l.mxe))){l.ec++;l.ter.push(a);e=e
{};var b=a[p] e[p];e[p]=b;e[q]=a[q]
e[q];b&&b!=z l.ecf++;w(a, e)}}function
w(a,e){if(a){var b=x(a,e),d=e.channel
M;if(ue.log.isStub&&h[u]&&h[u][v]){var
c={};c[d]=b;try{var
g=h[u][v]({rid:ue.rid,sid:m.ue_sid,mid:m.u
e_mid,sn:m.ue_sn,reqs:[c]}),f=h1,n;if(n!=(
f[D]&&f[D](E,g))){var l;if(h[F]){var
k=new
h[F];k.onerror=s;k.ontimeout=s;k.onprogre
ss=s;k.onload=s;k.timeout=0;l=k}else{var
p;if(h[G]){var q=new
h[G];p=withCredentialsin q?q:void 0}else
p=void
0;l=p}n=1;if(d=n){d.open(POST,E,!0);if(d
[H])d[H](Content-type,text/plain);d.send(g
)}catch(r){}}else m.ue.log(b,
d,{nb:1});if(!a.fromOnError){g=h.console
{};d=g.error g.log s;c=h[u];f=Error
logged with the Track&Report JS errors
API(http://tiny/1covqr6l8/wamazindeClieU
serJava):
;if(c&&c[v])try{f+=c[v](b)}catch(t){f+=no
info provided; converting to string
failed}else f+=b.m;d.apply(g,[f,b])}}var
G=XMLHttpRequest,F=XDomainRequest,
N=navigator,D=sendBeacon,v=stringify,u=
JSON,p=logLevel,q=attribution,y=pageUR
L,r=skipTrace,H=setRequestHeader,k=mes
sage,s=function(){},E=//+m.ue_furl+
/1/batch/1/OE/,l=m.ue_err,M=m.ue_err_ch
an
jserr,z=FATAL,J=v6,A=20,t=256,L=RegE
xp( (?([^\s]*):( d+): d+ )?.split(
).join(String.fromCharCode(92))),K=/.*(
.*):(//d*);x[r]=1;C[r]=1;w[r]=1;(function()
{for(var a,e=0;e (function(c,d){var
b=c.ue,a=d.navigator;b&&b.tag&&a&&(a
=a.connection a.mozConnection
a.webkitConnection)&&a.type&&b.tag(net
Info:+a.type)})(ue_csm>window);
(function(c,d){function g(a,b){for(var
c=[],d=0;d
ue_csm.ue.exec(function(d,e,a){function
b(a,b){return{name:a,getFeatureValue:func
tion(){return void 0!==(b 0)}}function
h(a,b,c){return{name:a,getFeatureValue:fu

```

```
function(){return b===c 0}}function
g(a,b){return{name:a,getFeatureValue:func
tion(){for(var a=0;a ue._bf.modules.push(
ue._bf.mpm(cc_ie5, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie6,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie7, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie8,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie9, 1) )
(function(g,b,h){ function c(){ var
a;a=h.cookie.match(/session-id=([/w//-]+)/
);a=null!==a?a[1]:null;var
b=ue_sid,c=Date.now?Date.now():(new
Date).getTime();d[a]
(e.log({k:k,t:c,nsid:a,osid:b},f),d[a]=1)}var
k=sbk,f=csm;b=b.navigator.cookieEnabled
?!0:!1;var
e=g.ue,d={ };e.log({k:cinf,enbl:b},f);b&&u
e_sid&&(d[ue_sid]=1,e.attach(beforeunloa
d,c),setInterval(c,1E3)))(ue_csm>window,
document);
ue_csm.ue.exec(function(e,f){ var a=e.ue
{};b=a._wlo,d;if(a.ssw){d=a.ssw(CSM_pre
viousURL).val;var
c=f.location,b=b?b:c&&c.href?c.href.split(
#)[0]:void 0;c=(b
)===a.ssw(CSM_previousURL).val;!c&&
b&&a.ssw(CSM_previousURL,b);d=c?relo
ad:d?intrapage-transition:first-view }else
d=unknown;a_nt=d},NavTypeModule)(ue
_csm>window); var
ue_mbl=ue_csm.ue.exec(function(e,a){ fun
ction k(f){b=f
{};a.AMZNPerformance=b;b.transition=b.t
ransition {};b.timing=b.timing
{};if((f=a.webclient&&function===typeof
webclient.getRealClickTime?a.cordova&&
a.cordova.platformId&&ios===cordova.plat
formId?!1:!0:!1)&&b.tags instanceof
Array){ var
c;c=-1!=b.tags.indexOf(usesAppStartTime)
b.transition.type?!b.transition.type&&-1
```

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