

Unleashing the Ideavirus



Counter to traditional marketing wisdom, which tries to count, measure, and manipulate the spread of information, Seth Godin argues that information can spread most effectively from customer to customer, rather than from business to customer. Godin calls this powerful customer-to-customer dialogue the ideavirus. In *Unleashing the Ideavirus*, Godin examines how companies like Napster and Hotmail have successfully launched ideaviruses. He offers a recipe for creating your own ideavirus, and shows how businesses can use ideavirus marketing to succeed in a world that doesn't want to hear it anymore from traditional marketers.

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[The 8 Essential Symptoms of a Successful Ideavirus Unleashing the Ideavirus for your Palm. comments. Ideas Are Contagious](#) If you don't have time to read the whole book, here's what it says: [Marketing by Unleashing the Ideavirus by Seth Godin, a video book review](#) [Unleashing the Ideavirus has 4268 ratings and 87 reviews. Sue said: The primary goal of a product or service is not just to satisfy the needs of one us](#) [Unleash Your Ideavirus - Fast Company](#) [An indispensable item in the marketer's arsenal, Seth Godin's Unleashing the Ideavirus is a follow-up to his wildly successful Permission Marketing. Evangelizing - Buy Unleashing the Ideavirus book online at best prices in India on Amazon.in.](#) [Read Unleashing the Ideavirus book reviews & author details and Books similar to Unleashing the Ideavirus: Stop Marketing AT](#) [Buy Unleashing the Ideavirus by Seth Godin \(ISBN: 9780970309907\) from Amazon's Book Store.](#) [Everyday low prices and free delivery on eligible orders. Unleashing the Ideavirus Summary Seth Godin PDF Download](#) [UNLEASHING THE IDEAVIRUS, by Seth Godin. The decline of interruption marketing. Marketing by interrupting people isn't cost-effective](#) [Buy Unleashing the Ideavirus Book Online at Low Prices in India](#) [So it's my second entry in the I'm reading all of Seth Godin's books in 2018 list and I just finished Unleashing the Ideavirus](#) [Powerful stuff. Unleashing the Ideavirus \[Book Summary\] - company blog](#) [Unleashing the Ideavirus. 3 . STEAL THIS IDEA! Here's what you can do to spread the word about Unleashing the Ideavirus](#) [Unleashing the Ideavirus: Stop Marketing AT People - Goodreads](#) [In Unleashing the Ideavirus, Seth Godin says your idea is contagious, like the flu. But hold on - he's not being insulting. If you think of your idea as a virus, says](#)