



The Anatomy of Buzz Revisited: Real-life lessons in Word-of-Mouth Marketing

Emanuel Rosen

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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 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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