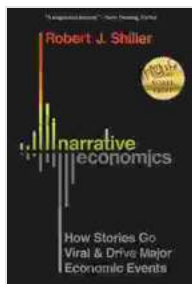


# How Stories Go Viral and Drive Major Economic Events



## Narrative Economics: How Stories Go Viral and Drive Major Economic Events by Robert J. Shiller

★★★★☆ 4.4 out of 5

Language	: English
File size	: 3592 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 503 pages



In his groundbreaking book, *How Stories Go Viral and Drive Major Economic Events*, Dr. Jonah Berger reveals the science behind why some stories spread like wildfire while others fall flat. Drawing on years of research, Berger identifies six key elements that make stories go viral: social currency, triggers, emotions, public visibility, practical value, and stories.

Social currency is the idea that people share stories that make them look good to others. Triggers are things that remind people of a story, such as a certain time of year or a particular event. Emotions are powerful motivators, and stories that evoke strong emotions are more likely to be shared. Public visibility is important because people are more likely to share stories that they think others will find interesting. Practical value is another important

factor, as people are more likely to share stories that they believe will be helpful or informative to others. Finally, stories are more likely to go viral if they are well-written and easy to understand.

Berger's research has shown that stories that contain these six elements are more likely to be shared, liked, and commented on. This can have a major impact on businesses, as stories that go viral can generate a lot of free publicity and lead to increased sales. For example, a study by the Wharton School of Business found that a positive story about a company can increase its stock price by up to 3%.

How Stories Go Viral and Drive Major Economic Events is a must-read for anyone who wants to understand how to create and share stories that will have a lasting impact. Berger's research provides valuable insights into the science of storytelling, and his book is full of practical tips that can help you create stories that will go viral.

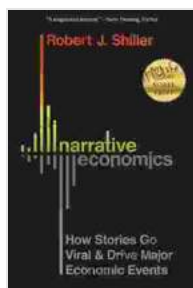
### **Here are a few of the key takeaways from How Stories Go Viral and Drive Major Economic Events:**

- Stories that make people look good are more likely to be shared.
- Triggers can help people remember and share stories.
- Emotions are powerful motivators, and stories that evoke strong emotions are more likely to be shared.
- Public visibility is important because people are more likely to share stories that they think others will find interesting.
- Practical value is another important factor, as people are more likely to share stories that they believe will be helpful or informative to others.

- Stories are more likely to go viral if they are well-written and easy to understand.

If you want to create stories that will go viral and drive major economic events, then you need to read *How Stories Go Viral and Drive Major Economic Events*. Berger's book is full of valuable insights and practical tips that will help you create stories that will have a lasting impact.

Buy *How Stories Go Viral and Drive Major Economic Events* on Our Book Library



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