

Hit Makers How To Succeed In An Age Of Distraction

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Hit Makers How To Succeed

Hit Makers: How to Succeed in an Age of Distraction Paperback – February 6, 2018 by Derek Thompson (Author) › Visit ... Hit Makers is a magical mystery tour through the last century of pop culture blockbusters and the most valuable currency of the twenty-first century—people's attention.

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With HIT MAKERS, he becomes one of the brightest new voices in the world of non-fiction books. Ranging from Impressionist art to German lullabies to Game of Thrones, HIT MAKERS offers a fresh and compelling take on how the media function and how ideas spread. As deftly written as it is keenly argued, this book — true to its title — is a hit.”

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Hit Makers: How to Succeed in an Age of Distraction. “This book picks up where The Tipping Point left off.” -- Adam Grant, Wharton professor and New York Times bestselling author of ORIGINALS and...

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Hit Makers How to Succeed in an Age of Distraction by Derek Thompson. Nothing "goes viral." If you think a popular movie, song, or app came out of nowhere to become a word-of-mouth success in today's crowded media environment, you're missing the real story. Each blockbuster has a secret history--of power, influence, dark broadcasters, and ...

Hit Makers: How to Succeed in an Age of Distraction by ...

For brand managers or marketers, this one has its roots in a familiar topic: repetition. While getting your message in front of your audience numerous times is still essential to its success, Hit Makers looks at repetition on a smaller scale—within the message itself.

4 Key Takeaways from Hit Makers by Derek Thompson ...

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Hit Makers: The Science of Popularity in an Age of Distraction By Derek Thompson Facebook has irreversibly changed news delivery and is the key news source today. Ad supported, so must find ways to catch and keep your attn enough to scroll through ads.

Hit Makers: The Science of Popularity in an Age of ...

“Most consumers are simultaneously neophilic, curious to discover new things, and deeply neophobic, afraid of anything that is too new. The best hit makers are gifted at creating moments of meaning by marrying new and old, anxiety and understanding. They are architects of familiar surprises.”

Hit Makers Quotes by Derek Thompson - Goodreads

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18 Ideas About How To Create A Hit From The Book "Hit Makers"

In 2017, Thompson published his first book, Hit Makers: How to Succeed in an Age of Distraction. It was a national bestseller [10] and winner of the American Marketing Association's Leonard L. Berry Marketing Book Award for the best marketing book of 2018.

Derek Thompson (journalist) - Wikipedia

With Pangeran Siahaan, Founder of hit online media Asumsi.co and podcast network Box2Box.id, you will learn to serve contents to your audience where digital consumption is at all time high.

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