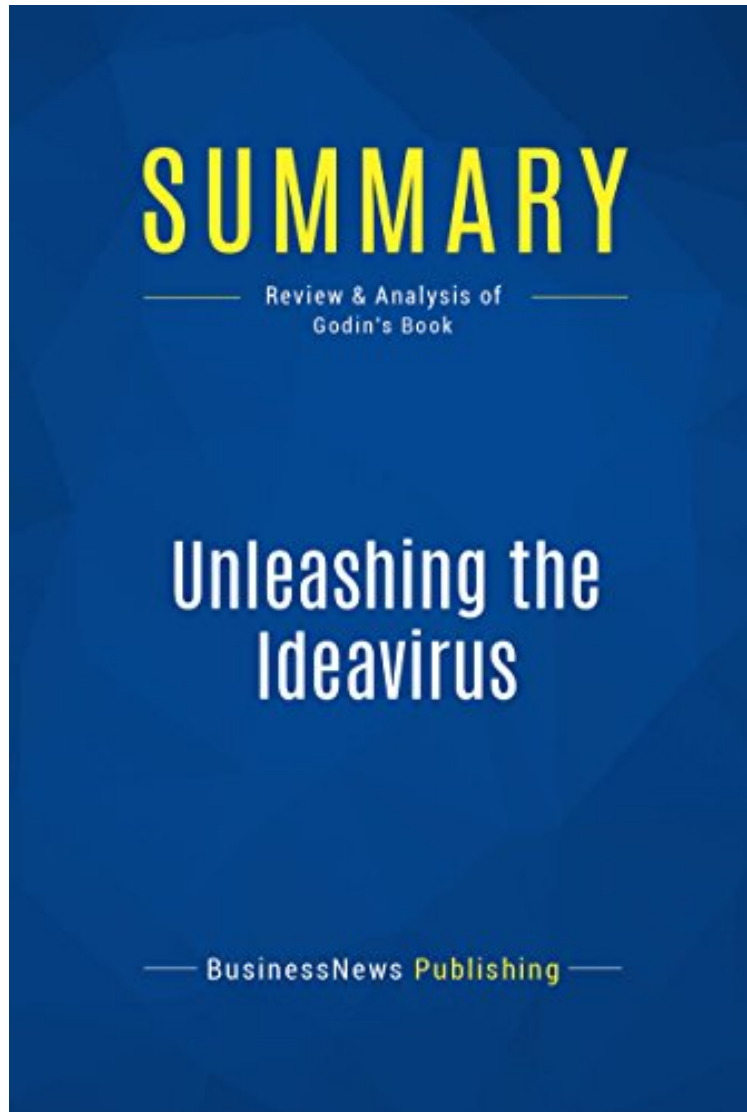


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something dumb. And shame on for letting them.

The must-read summary of Seth Godin's book: "Unleashing the Ideavirus: Turn Your Ideas into Epidemics by Helping Your Customers Do the Marketing for You". This complete summary of the ideas from Seth Godin's book "Unleashing the Ideavirus" shows that instead of using expensive mass advertising, the most effective way to market products and services in a network enabled economy is to create highly satisfied early customers and then provide them with the tools, incentives and rewards they need to market your product or service to everybody else. In his book, the author explains that the companies that achieve this will create and unleash an Ideavirus - a marketing vehicle that acts just like a biological or computer virus as it spreads and propagates from one person to another. This summary will teach you how to create this Ideavirus and the benefits that it will bring for your business. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Unleashing the Ideavirus" and discover the key to creating the most effective marketing campaign available.