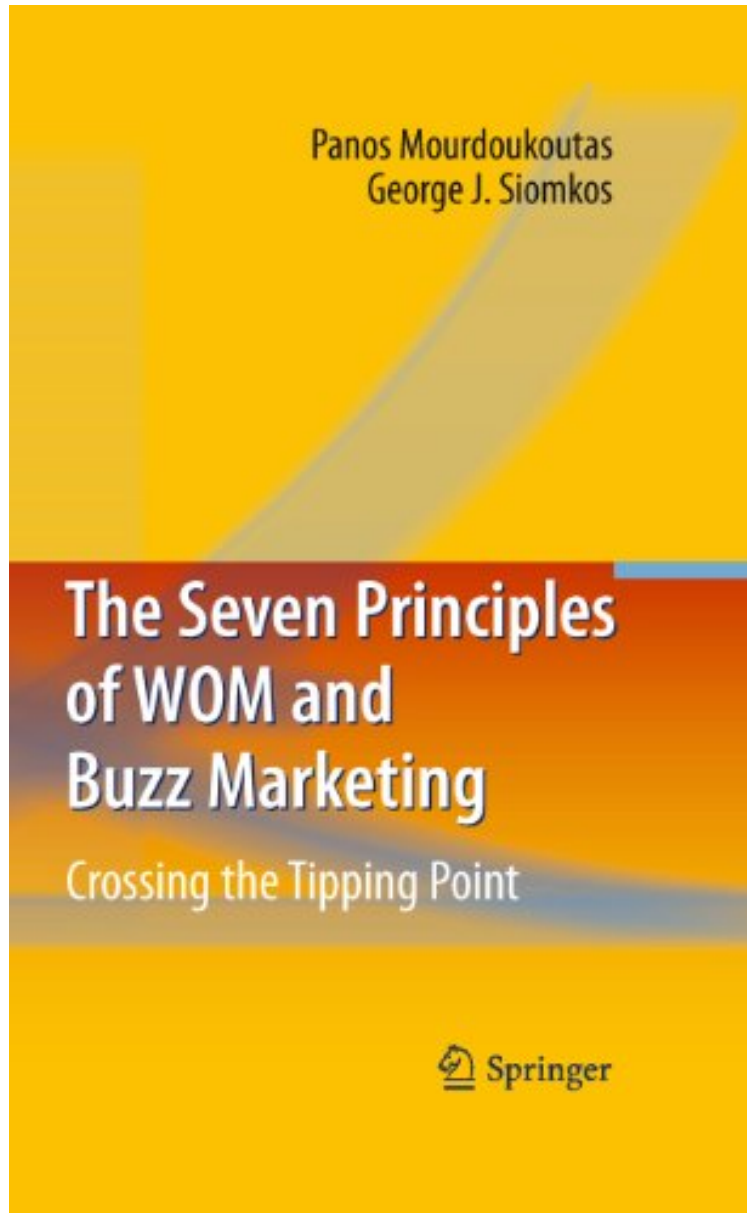


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# The Seven Principles of WOM and Buzz Marketing: Crossing the Tipping Point

*Panos Mourdoukoutas, George J. Siomkos*  
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alfredoquintana The seven principles of WOM Marketing is a good book about WOM, it's practical and easy to understand. It clearly states the importance of targeting the right group for a WOM campaign.

Why are word-of-mouth campaigns effective for some products, while failing for others? Which group of consumers should be the target of viral marketing efforts, and how can you turn word of mouth into buzz? Panos Mourdoukoutas and George J Siomkos provide the answers! The transformation of a desire for a product into an "epidemic" was, is and will always be the dream of each and every marketer. For some marketers this dream becomes reality. For others it remains simply a fantasy. "Thenbsp;Seven Principles of WOM and Buzz Marketing" offers the essential tools ndash;nbsp;seven simple steps ndash; to launch an effective WOM and buzz campaign that helps products to cross the tipping point and to reach the mass market: Begin with the consumers Be innovative Target the right group Create the right message Find the right environment

From the Back Cover Why are word-of-mouth campaigns effective for some products, while failing for others? Which group of consumers should be the target of viral marketing efforts, and how can you turn word of mouth into buzz? Panos Mourdoukoutas and George J Siomkos provide the answers! The transformation of a desire for a product into an "epidemic" was, is and will always be the dream of each and every marketer. For some marketers this dream becomes reality. For others it remains simply a fantasy. "Thenbsp;Seven Principles of WOM and Buzz Marketing" offers the essential tools ndash;nbsp;seven simple steps ndash; to launch an effective WOM and buzz campaign that helps products to cross the tipping point and to reach the mass market: Begin with the consumers Be innovative Target the right group Create the right message Find the right environment