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of the best examples from the original book and weaves them together in a broader and richer context. Buzz has pushed new boundaries and raised fresh ethical questions about deception.

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you concrete
examples of how to
mix and match the
different social media
tools and methods
with real
3-dimensional life to
build authentic word
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strategies that will

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drive customers to you. It used to be the “ buzz ” and word-of-mouth was a strategy option.

Today, buzz is happening.

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Submitted On August 02, 2009. Everyone is looking for buzz - people talking about their offering. We all know that word of mouth marketing is the strongest form of marketing: it's free, it spreads, and it's personal. But how can you get your message to be spread virally?

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The Anatomy of Buzz
(Revisited)

The anatomy of buzz is a well written book but lacks the analysis and deepness of The Tipping Point of Malcolm Gladwell. I find that The Tipping Point and Emanuels Rosen book are complementary. I would first read

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Gladwells book to understand the psychological dynamics of human beings and if you need to integrate that view with business ideas I would recommend Rosens book to read afterwards.

The Anatomy of Buzz:
How to Create Word

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Rosen Emanuel
Rosen is the author of
the national
bestseller The
Anatomy of Buzz
(2000) and The
Anatomy of Buzz
Revisited (2009). Prior
to writing these

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books, he was Vice
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“ The Anatomy of
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Emanuel Rosen is an
updated version of
his original book,
“ The Anatomy of
Buzz ” , that offers
twelve additional
chapters explaining
how word of mouth
is generated and the
importance of using
it in marketing

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