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Adam L Penenberg

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In this clear-eyed collection of case studies, Fast Company contributing writer and NYU journalism professor Penenberg examines the engine driving the growth of web 2.0 businesses like Flickr, YouTube and eBay to Facebook and Twitter: the viral loop. The concept behind a viral loop is simple-in order to use the product, you have to spread it,

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thus creating massive, user-driven growth cycles-after all, Penenberg explains, social networks like Facebook are worthless to a user if one's friends ...

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Adam's new book, *Viral Loop: From Facebook to Twitter, How Today's*

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Smartest Businesses Grow Themselves, tells the stories behind many of the iconic companies of our time, including Netscape, eBay, PayPal, Skype, Facebook, and Twitter.

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writer and NYU journalism professor Penenberg examines the engine driving the growth of web 2.0 businesses like Flickr, YouTube and eBay to Facebook and Twitter: the viral loop. The concept behind a viral loop is simple — in order to use the product, you have to spread it, thus creating massive, user-driven growth cycles — after all, Penenberg

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explains, social networks like Facebook are worthless to a user if one ...

Viral Loop: From Facebook to Twitter ... - Adam L. Penenberg

Adam Penenberg wrote the book Viral Loop to help us understand why things go viral, and how you can do it for your business. Building a “viral business” isn’t

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a new concept. Tupperware has selling plastic containers since 1948 by employing a viral loop. The entire model is predicated on current salespeople bringing in more salespeople.

Viral Loop by Adam L. Penenberg - Goodreads

Simply by designing your product the

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right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock to throw money at you. Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L.

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Penenberg calls a "viral loop" -- to use it, you have to spread it.

Viral Loop: From Facebook to Twitter, How Today's Smartest ...

Viral Loop: The Power of Pass-it-on:
Author: Adam L. Penenberg: Publisher:
Sceptre, 2009: ISBN: 0340994967,
9780340994962: Length: 274 pages:

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Subjects

Viral Loop: The Power of Pass-it-on - Adam L. Penenberg ...

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Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop" - to use the product means having to share it with others. After all, what's the sense of being on Facebook if

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none of your friends are?

Viral Loop by Adam L. Penenberg | Audiobook | Audible.com

This idea of a continuous loop is also a key component of a new book by Adam L Penenberg - 'Viral Loop: The Power of Pass-it-on.' Viral Loop says 'the potential of pass-it-on lay unrealised until forward-

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thinking Web companies got hold of it and created their own, mightily efficient, money-spinning model known as Viral Loop - the ability to grow a company exponentially because the customers themselves spread it.'

**'Viral Loop' by Adam L. Penenberg -
The Power Of Pass-It ...**

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Adam L Penenberg

Adam L. Penenberg is a journalism professor at New York University who has written for Fast Company, Forbes, the New York Times, The Washington Post, Wired, Slate, Playboy, and the Economist. A former senior editor at Forbes and a reporter for Forbes.com, Penenberg garnered national attention in 1998 for unmasking serial fabricator

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Stephen ...

Adam L. Penenberg (Author of Viral Loop) - Goodreads

In my case, it's about \$90 according to the author of Viral Loop: From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves. To illustrate principles in his book, Adam

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Penenberg, author of Viral Loop provides this tool on Facebook for measuring 'viral loop value' in the community.

**Viral Loop: Amazon.co.uk:
Penenberg, Adam: 9780340918692**

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Many of the most successful Web 2.0 companies, including MySpace,

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YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop" -- to use it, you have to spread it.

Viral Loop en Apple Books

In 2009, Penenberg authored the book *Viral Loop: From Facebook to Twitter*,

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How Today's Smartest Businesses Grow Themselves. Viral Loop explains how companies such as Netscape, eBay, PayPal, Skype, Hotmail, Facebook, and Twitter implemented viral loops to grow exponentially and achieve billion-dollar valuations in only a short amount of time.

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Adam Penenberg - Wikipedia

Viral Loop by Adam Penenberg,
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Adam Penenberg's lively book opens a
window to all of our futures. - Ken

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Auletta, author of Backstory. If you want to understand all things viral, this is the place to start. Penenberg's reporting gives us a ringside seat for some of the biggest viral success stories in history, from Tupperware to Ning.

**Viral Loop: The Power of Pass-It-On
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Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop" -- to use it, you have to spread it.

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Oct. 19, 2009— -- Web 2.0 companies YouTube, eBay, Twitter and Flickr are examples of a "viral loop," according to journalist Adam L. Penenberg. With technology, a business can start with next ...

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