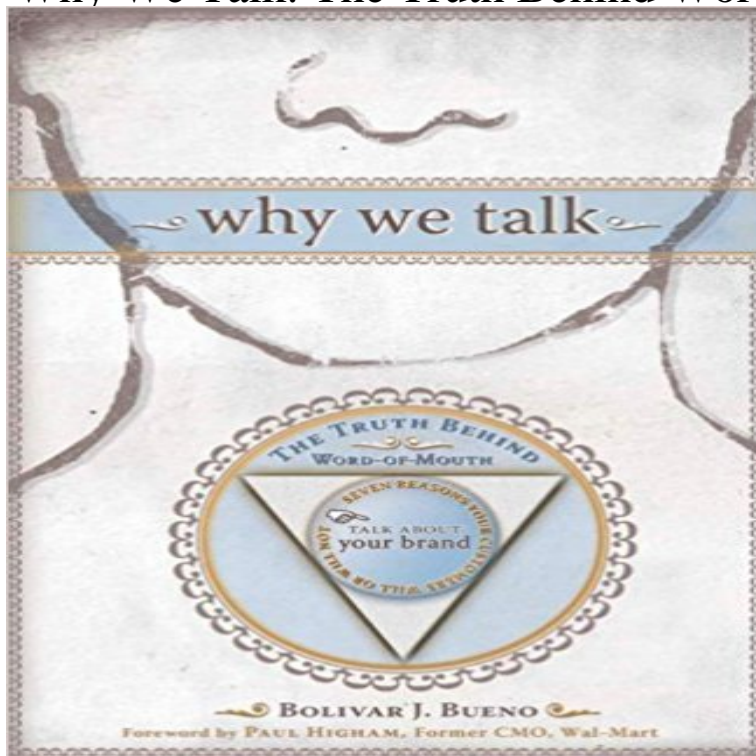


## Why We Talk: The Truth Behind Word-of-Mouth



In *Why We Talk*, gifted marketing strategist and Cult Branding expert Bolivar J. Bueno dissects the evolution of word-of-mouth in the digital age and the unmistakable power shift that has taken place between marketer and consumer. Sharing one of the most insightful, organic concepts of this decade, Bueno bridges the monumental gap between the results business people want and the frustration they often get. Provocative and inspiring, *Why We Talk* masterfully unveils the truth of why we talk and shares Seven Principles that will generate authentic product gossip. This book is a tool necessary for survival in today's media-fragmented marketplace; a tool of precision that cuts through to the heart of word-of-mouth

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