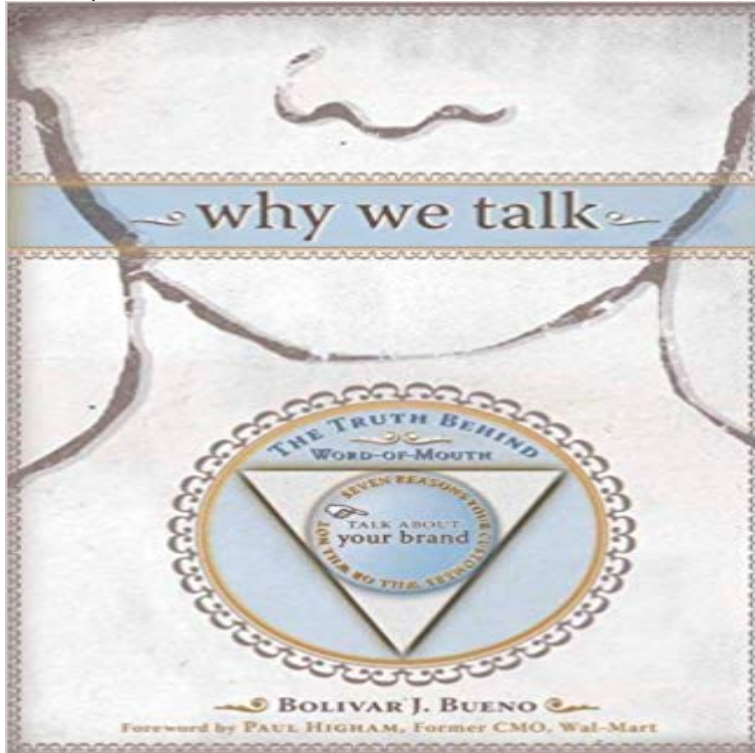


Why We Talk: The Truth Behind Word-of-Mouth



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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Word-Of-Mouth: 7 - Why We Talk: The Truth Behind Word-of-Mouth - In the social media age word-of-mouth

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the digital age and the **Why We Talk: The Truth Behind Word-Of-Mouth: 7 - Goodreads** God spoke the world into

being by the power of His words (Hebrews 11:3), The truth is that Christianity is not a mere dont religion. Jesus

reminds us that the words we speak are actually the overflow of our hearts (Matthew 12:3435). The sinners mouth is

full of cursing and bitterness (Romans 3:14) but when we **none** Aug 25, 2015 Here 6 word of mouth marketing

strategies to help you promote your business. But why do we talk about and share certain things and not others? . We

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