



Viral Loop: From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves

Adam L. Penenberg

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"Adam Penenberg's lively book opens a window to all of our futures..."

--Ken Auletta, author of *Googled: The End of the World as We Know It*

"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."

--Dan Heath, co-author of *Made to Stick: Why Some Ideas Survive and Others Die?*

"One of the most astounding things about the Web age is how the best advertising is often no advertising at all. Penenberg masterfully explains how this works with case studies of products that were designed to spread. Every product can use a dose of this technique; this is the book to get to learn how."

--Chris Anderson, author of *Free: The Future of a Radical Price*

"In tight, engaging prose, Adam captures the essence of the ever-scaling power of the virus. It's not just for geeks anymore."

--Seth Godin, author of *Tribes*

"Penenberg discovers the perpetual motion machine for business and marketing... Buy this book. Catch a virus. Make a fortune."

--Jeff Jarvis

"Penenberg has unlocked the secret to the most successful digital businesses. An indispensable read."

--Robert Safian, Editor-in-Chief, *Fast Company*

"Instead of entrusting your business to a guru with an agenda and a ghostwriter, you should be turning to a pro journalist like Adam Penenberg, who understands the way media and money interact, has the critical faculty to engage with these phenomena in an unbiased fashion, and the technical facility to explain them to you in an entirely engaging, informative, and actionable way."

--Douglas Rushkoff, author of *Media Virus* and *Life Inc: How the world became a corporation and how to take it back*.

Here's something you may not know about today's Internet. Simply by designing your product the 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. Penenberg calls a "viral loop"--to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are? The result: Never before has there been the potential to create wealth this fast, on this scale, and starting with so little.

In this game-changing must-read, Penenberg tells the fascinating story of the entrepreneurs who first

harnessed the unprecedented potential of viral loops to create the successful online businesses--some worth billions of dollars--that we have all grown to rely on. The trick is that they created something people *really* want, so much so that their customers happily spread the word about their product for them.

All kinds of businesses--from the smallest start-ups to nonprofit organizations to the biggest multinational corporations--can use the paradigm-busting power of viral loops to enable their business through technology. *Viral Loop* is a must-read for any entrepreneur or business interested in uncorking viral loops to benefit their bottom line.

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Jerry Melgar:

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Barry Bennett:

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