



What is viral marketing?

A style of promotion that relies on an audience to organically generate and push the message of a product or service.

On social media, marketing is considered "viral" when it reaches the point where it's being shared by the public at large at a rapid, increasing rate rather than just its target audience.

Social Buzz Viral Nonfiction Bestseller

Lois G. Gordon, Alan Gordon



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Nonfiction Market Study Bianca Harrington, AI, 2025-02-19 *Nonfiction Market Study* provides a data driven exploration of the nonfiction publishing industry revealing key insights into reader preferences and market trends Discover why some nonfiction books become bestsellers while others don't and understand the crucial role of market data and reader engagement The study examines the evolution of nonfiction categories such as self help and biography and analyzes how demographics influence their commercial success The book highlights the impact of technological and societal shifts including the rise of e books and the influence of social media on book discovery By analyzing sales statistics and industry reports the study equips authors and publishers with actionable knowledge for informed decision making Grounded in principles of marketing and data analytics it blends quantitative analysis with qualitative insights offering a comprehensive framework for understanding the nonfiction landscape The book progresses logically starting with an introduction to the study's scope and methodologies Subsequent chapters delve into major nonfiction categories and the nuances of reader preferences culminating in practical strategies for authors and publishers With its blend of data driven analysis and accessible writing *Nonfiction Market Study* is a valuable resource for anyone seeking to navigate the complexities of the nonfiction market

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