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**The Power of Word of Mouth**

**By Janice D. Byer, MVA**

**The Power of Word of Mouth**

by: **Janice D. Byer, MVA**

<http://www.graffman.net>.

<http://www.docutype.net>

). See this and other articles on her website.

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**Buzz Marketing – Is It Word Of Mouth (WOM)?**

**By Kim Klaver**

Some people say that they're the same – word of mouth and network marketing.

What's the story here? Why the wildly different results?

Here's how it's defined in Wikipedia:

[http://en.wikipedia.org/wiki/Word\\_of\\_mouth](http://en.wikipedia.org/wiki/Word_of_mouth)

In his eye-opening book "The Tipping Point (

<http://www.bananamarketing.com/library.html>

), Malcolm

## The Power of Word of Mouth

He then brings up Paul Revere...

And last, he gives a restaurant example..

The difference, it appears, is in the motivation. Love? Or money?

<http://kimklaverblogs.blogspot.com/2006/04/who-else-wants-to-abuse-their-friends.html>

" ) according to

tens of thousands of people.

Two suggestions for network marketers:

<http://www.bananamarketing.com/paperback.html>

in If My Product's So Great, How

Come I Can't Sell It?)

NEXT: Buzz marketing – Is it word of mouth (WOM)?

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

which features hundreds of stories, tips, books and

CD programs for those who want to learn the art of network marketing.

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