



# Conversational Capital: How to Create Stuff People Love to Talk About

*Bertrand Cesvet*

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## **Conversational Capital: How to Create Stuff People Love to Talk About** Bertrand Cesvet

“In *The Tipping Point*, Malcolm Gladwell presents an important idea without any ‘how to.’ Now Bertrand Cesvet provides the ‘how to’ you need to create ‘Tipping Points’ for your business and success. This book is a compelling presentation of a powerful idea. This is how the new world will do business. Highly recommended if you care about your future.”

*Stewart Emery*, coauthor of international best-seller *Success Built to Last*

“Ultimately, magic is unexplainable. Still, *Conversational Capital* provides the most insightful analysis of what makes our shows ring in the heart of fans.”

*Guy Laliberte*, founder, Cirque du Soleil

“Like all great ideas, *Conversational Capital* is at its core simple: word-of-mouth momentum can be created, harnessed, and used to build consumer passion for a brand better and more cost-effectively than almost any other marketing medium.”

*Rupert Duchesne*, CEO of Aeroplan

“Marketing is an art that *Conversational Capital* turns smartly into science. This book provides the complete prescription for getting consumers excited about your ideas.”

*Jim Champy*, coauthor, *Reengineering the Corporation*, and author, *Outsmart!*

## **Embed into Your Products and Experiences the Ingredients that Drive Advocacy:**

- Create products and services that consumers find truly significant
- Intensify consumption experiences to transform your brands into market leaders
- Don’t settle for serendipity: manage and control the word-of-mouth around your brand by manipulating eight powerful experience amplifiers

For all the books that speak of the value of consumer advocacy, few indicate how to create it to begin with. Armed with a compelling set of examples from their own work in fostering leading brands, the authors reveal the triggers of word-of-mouth and a process to embedding them in your own products, helping you create stuff people love to talk about. From Bertrand Cesvet, chairman of Sid Lee, a leading purveyor of experiential design and communications services that leverages commercial creativity for breakthrough brands including Cirque du Soleil, adidas, and Red Bull.

1% of the proceeds from the royalties earned by the authors will be donated to the One Drop Foundation. The mission of the One Drop™ Foundation is to fight poverty around the world by giving everyone access to safe water.

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