

## STEP1-4 講義用シートを用意し講義用 CD を聞く

【講義 CD track01】

p. 83 ~ 103

### Chapter6

## Delivering the Message

p.83 7行目~

### Sources of Word of Mouth

There are three different kinds of word of mouth among customers:

1. Expert to expert
2. Expert to peer
3. Peer to peer

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p.84 18行目~

Experts are continually seeking expert "jobs" (speeches, for example) and are continually seeking to bolster their status as experts, in other words, to market themselves.

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p.85 下から2行目~

The point is that experts don't get to speak with each other often enough, even though the process is immensely valuable.

I predict that the importance and value of experts will increase dramatically in the coming years.

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p.89 下から2行目~

( ) are customers, influencers, recommenders, or prescribers who are actively trying to get other people to buy and use your product. They are the prime movers of your word of mouth.

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p.97 15行目~

There is a device, however, that allows you to take everything and tie it up into a neat package. That device is called the "Story".

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p.100 6行目~

Memes are ideas that create the conditions that tend to cause their own replication.

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p.102 下から8行目~

Do not only spread ideas through word of mouth, but also build into the