



# World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories

*David Meerman Scott*

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**A World Wide Rave!**

*What the heck is that?*

A World Wide Rave is when people around the world are talking about you, your company, and your products. It's when communities eagerly link to your stuff on the Web. It's when online buzz drives buyers to your virtual doorstep. It's when tons of fans visit your Web site and your blog because they genuinely want to be there.

Rules of the Rave:

- Nobody cares about your products (except you).
- No coercion required.
- Lose control.
- Put down roots.
- Point the world to your (virtual) doorstep.

You can trigger a World Wide Rave: Just create something valuable that people want to share and make it easy for them to do so.

What happens when people can't stop talking online about you, your company, and your products? A World Wide Rave is born that can propel a brand or company to seemingly instant fame and fortune. How do you create one? By learning the secret to getting links, YouTube, Facebook, and blog buzz to drive eager buyers to your virtual doorstep. For free.

In *World Wide Rave*, David Meerman Scott, author of the award-winning hit book *The New Rules of Marketing and PR*, reveals the most exciting and powerful ways to build a giant audience from scratch.

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