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By George Silverman

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The Secrets of Word-of-Mouth Marketing simplifies the process of choosing the delivery method, harnessing the power of influencers, and measuring results.

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Word-of-mouth marketing is the most powerful and persuasive weapon you can use, and it won't cost you anything! Based on Silverman's years of consulting with

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The Word of Mouth Marketing Association, a US American trade group that represents hundreds of companies,

http://en.wikipedia.org/wiki/Word-of-mouth_marketing

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Book Summary: Secrets Of Word-Of-Mouth Marketing by Regine P. Azurin and Yvette Pantilla. This article is based on the following book: The Secrets of Word-of-Mouth

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This article builds on the author's article in the December 1996 research issue of Quirk's.
In this article, the author discusses the power of word of mouth and

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