



# **Summary: Conversational Capital - Bertrand Cesvet, Tony Babinsky and Eric Alper: How to Create Stuff People Love to Talk About**

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**Complete summary of Bertrand Cesvet, Tony Babinski and Eric Alper's book: "Conversational Capital: How to Create Stuff People Love to Talk About".**

This summary of the ideas from Bertrand Cesvet, Tony Babinski and Eric Alper's book "Conversational Capital" shows the importance of injecting intensity into ordinary products and services to turn them into experiences that consumers love and will rave about to others. In their book, the authors explain the benefits of using this method to gain customers in today's modern media market. By reading this summary, you will learn why conversational capital is the most important thing you will ever learn and the endless benefits it will have for your company.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Conversational Capital" and learn the secrets to reaching customers and getting your brand out there.**

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