



Andy Sernovitz Biography

Andy Sernovitz's Word of Mouth Marketing: How Smart Companies Get People Talking

Andy Sernovitz

Author, Word of Mouth Marketing: How Smart Companies Get People Talking and CEO, SocialMedia.org and WordofMouth.org

Andy Sernovitz teaches word of mouth marketing and social media. He is the author of *Word of Mouth Marketing: How Smart Companies Get People Talking*. He leads SocialMedia.org, the community for social media leaders at the world's greatest brands, and WordofMouth.org, where marketers and entrepreneurs learn to be great at word of mouth marketing.

Andy taught word of mouth marketing at Northwestern University and internet entrepreneurship at the Wharton School of Business, ran a business incubator, and started half a dozen companies. He created the Word of Mouth Marketing Association and the Association for Interactive Marketing. His fantastic blog is called "Damn, I Wish I'd Thought of That!" (<http://damniwish.com>).

Learn more about Andy

Blog: Damn, I Wish I'd Thought of That! (<http://damniwish.com>)

Book: Word of Mouth Marketing (<http://wordofmouthbook.com>)

WordofMouth.org: Learn Word of Mouth Marketing! (<http://wordofmouth.org>)

SocialMedia.org: For Big Brands (<http://socialmedia.org>)