



# Introduction for Andy Sernovitz

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

Andy Sernovitz teaches word of mouth marketing and social media and is the author of **Word of Mouth Marketing: How Smart Companies Get People Talking**.

He is CEO of SocialMedia.org, the community for social media leaders at the world's greatest brands.

He also runs WordofMouth.org, a site full of amazing free ideas to help you become a great word of mouth marketer.

He 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 is also a rabid purist on the topic of marketing ethics and travels the country teaching companies how to stop being jerks to their customers.

His fantastic blog is called "Damn, I Wish I'd Thought of That!" Check it out at [www.damniwish.com](http://www.damniwish.com).

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Andy asked me to pass around this barf bag. (It appears to be unused.)

He said that if you put your business card in the bag ...

1. He will NOT spam you or try to sell you anything.
2. He will send you a word of mouth marketing demonstration in the *postal* mail. He won't tell me what it is -- but I expect that it will be interesting!
3. We will pick three cards at the end of the speech and give away three copies of Andy's book.



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