



# The Superpromoter: The Power of Enthusiasm

*R. Vogelaar*

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# The Superpromoter: The Power of Enthusiasm

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## **The Superpromoter: The Power of Enthusiasm R. Vogelaar**

With their word-of mouth advocacy of products or brands, superpromoters influence us and how we buy with the power of enthusiasm. Business managers should not just focus on complaining customers but they should value their enthusiastic friends: the superpromoters. By cultivating the superpromoter they can more effectively promote their brand.

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