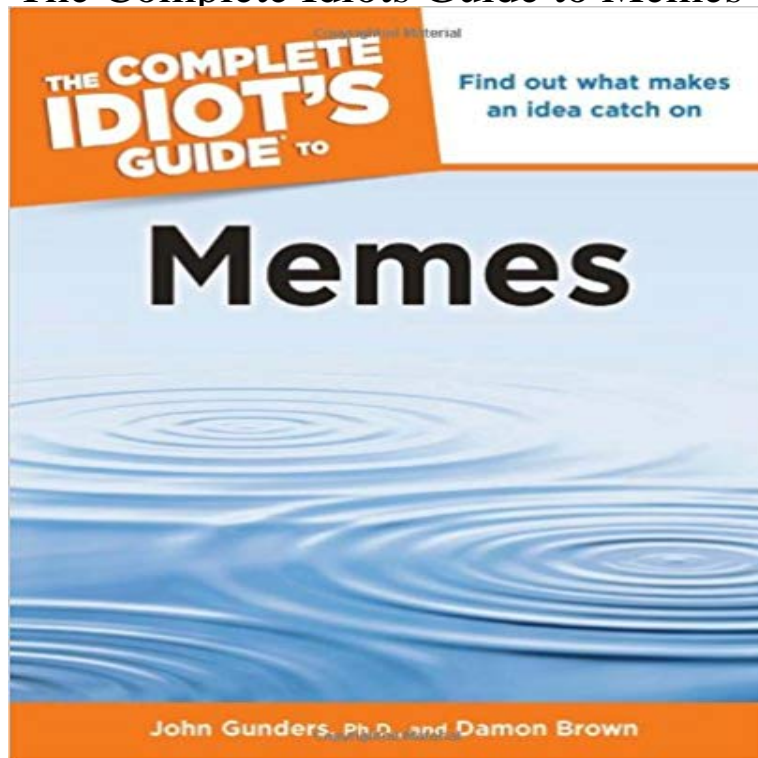


The Complete Idiots Guide to Memes



The ways of memes. Memes are viruses of the mind—symbols, ideas, or practices that are transmitted through speech, gestures, and rituals. Understanding how symbols like the peace sign or ad slogans like “Where’s the beef?” or viral videos become part of our common culture has become a primary focus of sales and marketing companies across the globe. The Complete Idiots Guide(r) to Memes explains how memes work, how they spread, and what memes tell us about how we make sense of our world. First book to cover all types of memes, including viral memes in the digital age. Features the Most Influential Memes in History and the Ten Biggest Internet Memes

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