

The Long Tail: Why the Future of Business Is Selling Less of More



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Reviews

Completely essential study ebook. This is for all those who statte there was not a well worth reading. I realized this book from my dad and i recommended this publication to find out.
(Jarrell Kovacek)

THE LONG TAIL: WHY THE FUTURE OF BUSINESS IS SELLING LESS OF MORE



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Hyperion Books, United States, 2011. Paperback. Book Condition: New. Revised, Updated ed.. 203 x 130 mm. Language: English . Brand New Book. The New York Times bestseller that introduced the business world to a future that's already here--now in paperback with a new chapter about Long Tail Marketing and a new epilogue. Winner of the Gerald Loeb Award for Best Business Book of the Year In the most important business book since The Tipping Point, Chris Anderson shows how the future of commerce and culture isn't in hits, the high-volume head of a traditional demand curve, but in what used to be regarded as misses--the endlessly long tail of that same curve. It belongs on the shelf between The Tipping Point and Freakonomics. --Reed Hastings, CEO, Netflix Anderson's insights . . . continue to influence Google's strategic thinking in a profound way. --Eric Schmidt, CEO, Google Anyone who cares about media . . . must read this book. --Rob Glaser, CEO, RealNetworks.



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