



The Long Tail: How Endless Choice is Creating Unlimited Demand

By Chris Anderson

Cornerstone. Paperback. Book Condition: new. BRAND NEW, The Long Tail: How Endless Choice is Creating Unlimited Demand, Chris Anderson, What happens when there is almost unlimited choice? When everything becomes available to everyone? And when the combined value of the millions of items that only sell in small quantities equals or even exceeds the value of a handful of best-sellers? In this ground-breaking book, Chris Anderson shows that the future of business does not lie in hits - the high-volume end of a traditional demand curve - but in what used to be regarded as misses - the endlessly long tail of that same curve. As our world is transformed by the Internet and the near infinite choice it offers consumers, so traditional business models are being overturned and new truths revealed about what consumers want and how they want to get it. Chris Anderson first explored the Long Tail in an article in "Wired" magazine that has become one of the most influential business essays of our time. Now, in this eagerly anticipated book, he takes a closer look at the new economics of the Internet age, showing where business is going and exploring the huge opportunities that exist...



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Reviews

Extremely helpful to all class of individuals. It really is written in straightforward terms instead of difficult to understand. I am just happy to explain how this is the finest publication I have got read inside my own lifestyle and might be the very best ebook for possibly.

-- **Dr. Meta Smith**

This sort of ebook is every thing and made me hunting forward and a lot more. I have read through and I also am confident that I am going to go through once again once more in the foreseeable future. I discovered this publication from my dad and I encouraged this book to discover.

-- **Prof. Kip Spinka IV**