

The Long Tail (Information Age is the most important business theory. business people must read!)(Chinese Edition)



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Reviews

This book is really gripping and fascinating. Of course, it is actually play, nonetheless an interesting and amazing literature. You will not feel monotony at anytime of the time (that's what catalogs are for about if you request me).

(Delbert Gleason)

THE LONG TAIL (INFORMATION AGE IS THE MOST IMPORTANT BUSINESS THEORY. BUSINESS PEOPLE MUST READ!)(CHINESE EDITION)



Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Hardcover. Pub Date: Unknown Pages: 250 in Publisher: CITIC Publishing List Price: 68.00 yuan Author: Chris Anderson (Chris Anderson) significantly Qiaojiang Tao. Shi Xiaoyan translation Press: CITIC Publishing ISBN: 9787508634418 Page: 250 Revision : 3 Binding: Hardcover Folio: 16 Published :2012 -9-1 printing time: the number of words: 200000 commodities identification: 22869327 Description network economy is in full swing developing long tail theory will undoubtedly become the focus of most of the contemporary business people a. Whether flattering or controversy about the long tail theory represents the extent of their concern. The Long Tail Chris Anderson most clear answer to these arguments. In the book. he explained in detail the long tail of the essence. but the piece representatives pointed out that the future of the business and culture is not the traditional demand curve that represents the head of the Best Sellers. popular goods are often forgotten long tail. He also reveals the long tail phenomenon is generated from the contradictions of industrial capitalism. the driving force - the economies of scale and economies of scope -. Meanwhile. the long tail theory into action. the most powerful. the most actionable marketing long tail. long tail theory will be impossible to achieve sales through word-of-mouth marketing. Marketing long tail trusted. real natural development. bottom-up. grassroots democracy views. and ultimately affect the behavior of consumers in the 21st century. Recommends that all business people are carefully study this outstanding and timely writings. The long tail theory is the only way to the success of many enterprises. and it will change the thinking of the production and marketing to drive a new wave of growth and decline of the commercial forces....



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