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marketing, and about developing more
effective business strategies. How
people buy things has changed
profoundly—yet the fundamental
thinking about consumer decision-
making and marketing has not.

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Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information Itamar Simonson and Emanuel Rosen. HarperBusiness, \$27.99 (256p) ISBN 978-0-06-221567-3

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Absolute Value: What Really Influences... book by Emanuel ...

Absolute value : what really influences customers in the age of (nearly) perfect information. Responsibility Itamar Simonson and Emanuel Rosen. Edition First edition. Publication New York, NY : HarperBusiness, [2014] Physical description xv, 232 pages ; 24 cm. Online. Available online Safari Books Online

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Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information. by Itamar Simonson and Emanuel Rosen, Harper Business, 2014. Absolute Value starts with a premise that is rapidly becoming a truism: The top-down marketing paradigm—in which the marketer effectively controls the information flow about a product—doesn't really exist anymore.

Why Marketers Should Be Followers

In Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information, Stanford professor Itamar Simonson and best-selling author and executive Emanuel Rosen discuss what is causing the shift from relative to absolute value and how your company can make an impact.

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