

## Absolute Value What Really Influences Customers In The Age Of Nearly Perfect Information Itamar Simonson

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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 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 ...**

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.

**Book Review: Absolute Value | Soundview Magazine**

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