



Summary: The Long Tail - Chris Anderson: Why the Future of Business is Selling Less of More

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Complete summary of Chris Anderson's book: "The Long Tail: Why the Future of Business is Selling Less of More".

This summary of the ideas from Chris Anderson's book "The Long Tail" shows how the world of business is changing and commercial success in the 21st century will rely on multiple-niche marketing. The author explains that it is now better and more profitable to sell a few units in many niche markets than to try and sell a million units in one mass market. By reading about this new strategic thinking used by some of the top companies in the world, you can start paving the way for the future success of your business.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "The Long Tail" and find out how your business can become more profitable by selling less of more.

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