

[PDF] Authenticity: What Consumers Really Want

B. Joseph Pine II, James H. Gilmore - pdf download free book

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Description:

From Publishers Weekly This eye-opening but muddled volume tells companies to remain true to self or, at least, to appear genuine, arguing that in a world increasingly filled with deliberately and sensationally staged experiences... consumers choose to buy or not buy based on how real they perceive an offering to be. Everything that forms a company's identity—from its name and practices to its product details—affects consumers' perceptions of its authenticity. Juggling philosophical concepts, in-depth case studies and ad slogans, Gilmore and Pine (*The Experience Economy*) run into trouble with a chapter called Fake, Fake, It's All Fake, which eviscerates the entire idea of authenticity: Despite claims of 'real' and 'authentic' in product packaging, nothing from businesses is really authentic. Everything is artificial, manmade, fake. The argument is unexpected and perhaps brilliant—yet rather confusing, since most of *Authenticity* argues that businesses should strive to not

only appear authentic but to be so. The book's bullet points, charts and matrices add to the tangle, as the authors' early advice (your business offerings must get real) becomes a demand for furrowed-brow soul-searching. Still, the prose is snappy and conversational, and the book is densely packed with insights and provocations, and may inspire some executives to consider how consumers see their company. (Nov.)

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About the Author James Gilmore and Joseph Pine are co-founders of Strategic Horizons LLP, a 'thinking studio' that combines the best of consulting firms, think tanks, and acting workshops to help companies design all-new say of adding value to their economic offerings. Together they authored the bestseller, *The Experience Economy*, and edited *Marketing of One* and Pine himself wrote *Mass Customization*.

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