

## The Long Tail How Endless Choice Is Creating Unlimited Demand

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what happens when there is almost unlimited choice when everything becomes available to everyone and when the combined value of the millions of items that only sell in small quantities equals or even exceeds the value of a handful of best sellers in this ground

breaking book chris anderson shows that the future of business does not lie in hits the high volume end of a traditional demand curve but in what used to be regarded as misses the endlessly long tail of that same curve as our world is transformed by the internet and the near infinite choice it offers consumers so traditional business models are being overturned and new truths revealed about what consumers want and how they want to get it chris anderson first explored the long tail in an article in wired magazine that has become one of the most influential business essays of our time now in this eagerly anticipated book he takes a closer look at the new economics of the internet age showing where business is going and exploring the huge opportunities that exist for new producers new e tailers and new tastemakers he demonstrates how long tail economics apply to industries ranging from the toy business to advertising to kitchen appliances he sets down the rules for operating in a long tail economy and he provides a glimpse of a future that s already here

we re told freedom means limitless options endless careers to chase countless people to meet infinite lifestyles to try but instead of feeling liberated many of us feel anxious restless and stuck why because too much choice doesn t free us it paralyzes us the paradox of freedom uncovers the hidden cost of modern life s abundance drawing from psychology philosophy and everyday experience this book reveals how an overload of options silently fuels stress regret and indecision it shows why more choices don t always mean better ones and how true freedom lies not in having everything but in knowing what really matters inside you ll discover why keeping your options open often leads to misery the science of decision fatigue and choice overload how endless opportunities create fear of missing out fomo and chronic dissatisfaction practical strategies to simplify decisions and reclaim mental clarity a new definition of freedom built on focus purpose and alignment this is not a call to limit your dreams it s a guide to escaping the trap of endless options so you can live with more confidence peace and direction if you ve ever felt overwhelmed by choices yet underwhelmed by life the paradox of freedom will show you the way out

the concept of the long tail refers to the hundreds of products that are not bestsellers i e those products that form a line that tails off down any company s sales graph this book looks at how the internet has allowed for a boom in such niche market products

choice pervades our society it is founded on political rights to choose and our economy on market choices but we have now reached the point where choice is extended almost everywhere this lively and topical book provides a critique of choice in contemporary society and policy arguing that we can have too much of a good thing and there are alternatives in part one the author shows how choice works at a personal level its demands and how it can fail by examining healthcare education and pensions he then explores the alternatives such as provision in part two the book reviews the impact of choice through the life cycle in areas such as careers relationships fertility retirement and death the author considers whether this enhances or burdens our lives and questions the assumption that more choice is always for the better

a guidebook to beating internet addiction and screen overuse and for living a fuller life there s no escaping it we live in a digital world we work play socialize and learn online and the internet provides many amazing opportunities unfortunately because of our basic biology we re all susceptible to overuse and addiction to screens video games social media porn and even scrolling online taps into that pleasurable dopamine reward system so when is it time to log off or put the phone down and get help overcoming internet addiction for dummies gives you the information resources and the self assessment tools you need to discover how much is too much along with practical suggestions on what to do about it learn how to take back control of your time and attention or help your kids or loved ones get control of theirs this comprehensive user friendly overview of internet addiction is full of helpful and proven methods to help foster a healthy balanced and sustainable life with screens discover the basic biology of addiction including why children and teens are especially susceptible become aware of the cognitive psychological and physical effects excess internet and screen use learn how social media video gaming and internet pornography could be getting in the way of real time living find out why smartphones are not smart for you to use all the time understand the science of how and why you can become addicted to your screens so you can unplug more easily and use your time for what matters most empower yourself and your children to build a positive relationship with the internet and digital technology this book can help you and your loved ones plug back into life and show you where you can find information resources support and treatment overcoming internet addiction is about taking back control of your time and attention and learning to manage your screen use so it doesn t manage you

this is the fourth edition of a unique textbook that provides extensive coverage of the evolution the current state and the practice of e business strategies it provides a solid introduction to understanding e business and e commerce by combining fundamental concepts and application models with practice based case studies an ideal classroom companion for business schools the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e business frameworks with proper tools students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges

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