



# Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information

By Itamar Simonson, Emanuel Rosen

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## Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information By Itamar Simonson, Emanuel Rosen

Going against conventional marketing wisdom, *Absolute Value* reveals what really influences customers today and offers a new framework—the Influence Mix, a totally new way of thinking about consumer decision making and 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. Most marketers still believe that they can shape consumers' perception and drive their behavior. In this provocative book, Stanford professor Itamar Simonson and bestselling author Emanuel Rosen show why current mantras are losing their relevance. When consumers base their decisions on reviews from other users, easily accessed expert opinions, price comparison apps, and other emerging technologies, everything changes.

*Absolute Value* answers the pressing questions of how to influence customers in this new age. Simonson and Rosen point out the old-school marketing concepts that need to change and explain how a company should design its communication strategy, market research program, and segmentation strategy in the new environment. Filled with deep analysis, case studies, and cutting-edge research, this forward-looking book provides a totally new way of thinking about marketing.

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### Editorial Review

#### Review

“Absolute Value brilliantly describes a world which threatens to disrupt conventional ideas about branding and marketing. Companies that seek only to persuade will be replaced by those that truly seek to serve the real needs of the customer.” (Tim Brown, CEO of IDEO)

“Pay attention to this book. It offers important insights into changing consumer behavior and presents new rules for success in the marketplace of the future.” (Ravi Dhar, Director of the Center for Customer Insights at the Yale School of Management; George Rogers Clark Professor of Management and Marketing)

“Marketing is changing more rapidly than ever. In *Absolute Value*, Simonson and Rosen provide a uniquely comprehensive and insightful look into the new consumer world. It provides an invaluable roadmap as to where marketing is going, challenging conventions and many so-called best practices in the process.” (Kevin Lane Keller, Executive Director of the Marketing Science Institute. E.B. Osborn Professor of Marketing, Tuck School of Business)

“Simonson and Rosen marshal fact and provocative argument to explain why the radical transparency of the internet undermines touchstones of traditional marketing as basic as segmentation, positioning, and even brand. Every marketer is going to have to read this book.” (Chip Heath, co-author of *Made to Stick*, *Switch* and *Decisive*, Professor of Organizational Behavior, Stanford Graduate School of Business)

“A smart, incisive and compelling must-read for marketers who want to understand how technology is making shoppers more smart and savvy.” (Forbes.com)

#### From the Back Cover

Going against conventional wisdom, *Absolute Value* reveals what really influences customers today and offers a new framework—the Influence Mix—for thinking about consumer decision making, which should help managers develop more effective marketing strategies.

How people buy things has changed profoundly—yet the fundamental thinking about consumer decision making and marketing has not. Most marketers still believe that they can shape consumers' perceptions and drive their behaviors. In this provocative book, Stanford professor Itamar Simonson and best-selling author Emanuel Rosen show why current mantras about branding and loyalty are losing their relevance. When consumers base their decisions on reviews from other users, easily accessed expert opinions, price comparison apps, and other emerging technologies, everything changes. Contrary to what we frequently hear, consumers will (on average) make better choices and act more rationally.

Absolute Value *answers the pressing question of what influences customers in this new age*. Simonson and Rosen identify the old-school marketing concepts that need to change and explain how a company should design its communication strategy, market research program, and segmentation strategy in the new environment. Filled with deep analysis, case studies, and cutting-edge research, this forward-looking book provides an entirely new way of thinking about marketing.

## About the Author

Itamar Simonson is the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. His award-winning work has been featured in the *New York Times*, the *Washington Post*, and many other outlets worldwide. He has been recognized as one of the world's leading authorities on consumer decision making.

Emanuel Rosen is the author of the national bestseller *The Anatomy of Buzz*. He was previously vice president of marketing at Niles Software, where he launched the company's flagship product, EndNote. Rosen started his career in marketing as an award-winning copywriter. His books are available in twelve languages.

## Users Review

### From reader reviews:

#### Colleen Thompson:

The book Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information can give more knowledge and also the precise product information about everything you want. So just why must we leave a good thing like a book Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information? Wide variety you have a different opinion about guide. But one aim that book can give many information for us. It is absolutely proper. Right now, try to closer together with your book. Knowledge or facts that you take for that, you are able to give for each other; it is possible to share all of these. Book Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information has simple shape however you know: it has great and large function for you. You can appearance the enormous world by start and read a guide. So it is very wonderful.

#### Donald Chen:

The reserve with title Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information includes a lot of information that you can find out it. You can get a lot of profit after read this book. This specific book exist new expertise the information that exist in this book represented the condition of the world right now. That is important to you to understand how the improvement of the world. This kind of book will bring you within new era of the internationalization. You can read the e-book on the smart phone, so you can read this anywhere you want.

#### Thomas Paine:

This Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information is great publication for you because the content which can be full of information for you who also always deal with world and possess to make decision every minute. This particular book reveal it information accurately using great plain word or we can claim no rambling sentences in it. So if you are read it hurriedly you can have whole data in it. Doesn't mean it only gives you straight forward sentences but tough core information with

beautiful delivering sentences. Having Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information in your hand like obtaining the world in your arm, details in it is not ridiculous one particular. We can say that no reserve that offer you world in ten or fifteen moment right but this book already do that. So , this is certainly good reading book. Heya Mr. and Mrs. busy do you still doubt that will?

**James Ojeda:**

This Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information is brand new way for you who has interest to look for some information mainly because it relief your hunger of knowledge. Getting deeper you on it getting knowledge more you know or perhaps you who still having bit of digest in reading this Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information can be the light food for you because the information inside this specific book is easy to get by simply anyone. These books produce itself in the form which can be reachable by anyone, yeah I mean in the e-book web form. People who think that in e-book form make them feel tired even dizzy this book is the answer. So there is absolutely no in reading a publication especially this one. You can find what you are looking for. It should be here for anyone. So , don't miss the idea! Just read this e-book kind for your better life and also knowledge.

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