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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. 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.

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