

Contrived. Disingenuous. Phony. Inauthentic. Do your customers use any of these words to describe what you sell—or how you sell it? If so, welcome to the club. Inundated by fakes and sophisticated counterfeits, people increasingly see the world in terms of real or fake. They would rather buy something real from someone genuine rather than something fake from some phony. When deciding to buy, consumers judge an offerings (and a companys) authenticity as much as—if not more than—price, quality, and availability. In *Authenticity*, James H. Gilmore and B. Joseph Pine II argue that to trounce rivals companies must grasp, manage, and excel at rendering authenticity. Through examples from a wide array of industries as well as government, nonprofit, education, and religious sectors, the authors show how to manage customers perception of authenticity by: recognizing how businesses fake it; appealing to the five different genres of authenticity; charting how to be true to self and what you say you are; and crafting and implementing business strategies for rendering authenticity. The first to explore what authenticity really means for businesses and how companies can approach it both thoughtfully and thoroughly, this book is a must-read for any organization seeking to fulfill consumers intensifying demand for the real deal.

Detective Dinosaur (I Can Read Level 2), Twenty-Three Tales, Hemingway on War, Captivated (A 4-in-1 Friends Romance Boxed Set), God and Evolution: A Reader, The dream of Gerontius, and other poems, The Spectre No. 17 (1988), Haunting Violet, Blood Kin: A Novel of the Half-Light City, One Swell Dad: Memories and Expressions of Fatherly Endearment from the Past (Sweet Nellie),

Authenticity has ratings and 21 reviews. Jennifer said: it ws a difficult read for me. it had some good points about the way products are represented.

Published by Emerald Group Publishing Limited; Citation: Traci Warrington, () What Consumers Really Want: *Authenticity* , Journal of Consumer Marketing. Contrived. Disingenuous. Phony. Inauthentic. Do your customers use any of these words to describe what you sell—or how you sell it? If so, welcome to the club. *Authenticity: What Consumers Really Want* by James H. Gilmore and B. Joseph Pine II. Reardon Smith CMC. Business Vectors Inc. Search for.

14 Jan - 14 min Customers want to feel what they buy is authentic, but Mass Customization author.

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