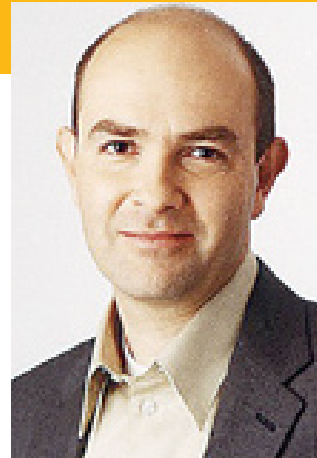


Our economy and culture are shifting from mass markets to millions of niches—and to an economics of abundance.

# Chris Anderson

Editor-in-chief, *Wired* magazine  
Author, *The Long Tail*



## HIGHLIGHTS

As editor-in-chief of *Wired* magazine, Chris Anderson is one of the most knowledgeable and articulate voices at the center of the new economy. He has written an important and exciting new book that defines an **entirely new economic model for business**, one that is built on an **economics of abundance** rather than scarcity.

*The Long Tail: Why the Future of Business is Selling Less of More* explores the **tremendous business potential** of **the long tail**—the rise of the niche as a powerful new force in our economy.

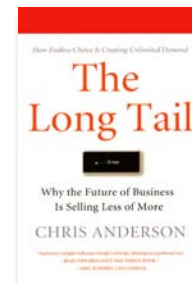
The mass market is becoming a mass of **niches**.

Collectively, these niche products create **a new market as big as the one we already know**.

Background. Before taking the helm at *Wired*, Chris worked at *The Economist* for seven years in various positions in London, Hong Kong and New York, ranging from Technology Editor to US Business Editor. He also served as an editor at the two premier science journals, *Science* and *Nature*. Education background: physics, including research at Los Alamos.

The message: New efficiencies of distribution, manufacturing and marketing allow us to deliver to customers many more products in the “tail”—outside the usual demand

Grow your business through niche markets in **The Long Tail**



## CREDENTIALS

Editor-in-chief, *Wired* magazine  
Author, *The Long Tail*  
Editorial positions at *The Economist*, *Science* and *Nature*

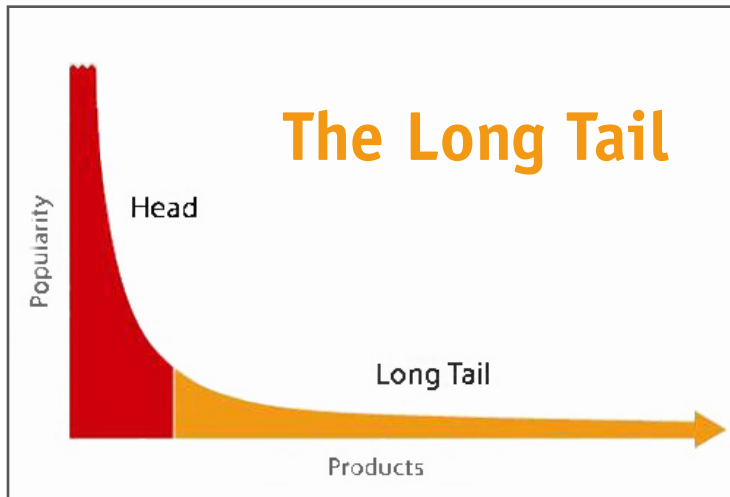


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Author, *The Long Tail*

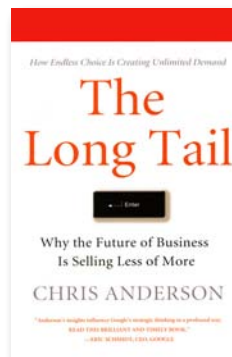


*When consumers are offered infinite choice, the true shape of demand is revealed.*

The insight of the Long Tail is that our culture and economy are increasingly shifting away from mainstream products and markets at the head of the demand curve toward a huge number of niches in “the tail”—the yellow portion of the curve. As costs of production and distribution fall, especially online, **narrowly targeting goods** and services can be as economically attractive as mainstream fare. Traditional business models have to ignore these many small markets, but, together, they rival traditional markets in economic potential.

The potential. **Niche products outnumber mainstream offerings** by several orders of magnitude. Online retailers can stock virtually everything, which gives them access to a huge pool of niche customers. Not only are they an enormous market in the aggregate, but virtually every consumer is a niche customer for something. People gravitate towards niches because they satisfy narrow interests better and, in one aspect of our life or another, we all have some narrow interest. Thus the long tail strategy opens up areas of profit never available before.

The book—and the presentation. The Long Tail chronicles the effect of technologies that have made it easier for consumers to find and buy niche products, that break through the bottlenecks of broadcast and traditional bricks and mortar retail. It offers indispensable help in **building your company's business model** around this incredible potential.



## THE ECONOMICS OF ABUNDANCE

Until recently, economics was all about scarcity: scarce pages in the periodical, scarce shelf space in the store, scarce channels on the television. You could not afford to fill those pages, shelves or program hours with things that could not sell in large quantities. So consumers got only the blockbusters—or what managers *thought* would be blockbusters. But now,

**Think about abundance:** Some things that are essential for many kinds of business have become virtually free—computing power, digital memory and the ‘shelfspace’ it represents, bandwidth, channels. . . This has opened latent demand for niche products because now the consumer can get whatever the consumer actually wants. Now you can ignore the economics of scarcity.

This requires an **all-new approach to business**. When the elements that make up a business are sufficiently abundant as to approach free, companies should use those resources with abandon. Don't do one thing, do it all; don't sell one piece of content; sell it all; don't store one piece of data, store it all. The economy of abundance is about doing everything and throwing away what doesn't work.

Chris Anderson is the man who named this phenom and described how the economics of abundance works.