



Authenticity: What Consumers Really Want

James H. Gilmore , B. Joseph Pine II

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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 offering's (and a company's) 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.

Authenticity: What Consumers Really Want Details

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Rebecca says

I won this book at a workshop on Wednesday, started reading it. Main concepts were expressed in workshop. I'll summarize at some point, but the main premise is that authenticity has joined, goods, services, quality, cost etc. as a factor people look for when they purchase. "Fake" is the new "junk." There's a fake-real matrix, inspired by Hamlet: Is the company true to itself? Is it who it says it is to others? Know who you are, and be that. Don't plaster real over everything to say you're real -- that's not how to render authenticity. Selling out an issue here, too. When keeping it real goes wrong.

Glen says

Disappointing - rather than celebrating authenticity of companies that have it, it tells the rest how they can "fake it" enough to get by.

Heidi says

The overarching principle of this book is interesting to consider, and the examples are fun to read. But overall, found this book full of jargon-y adverbs that don't really mean anything once you try to explain the concept to someone else.

Skimmed most of the second half of the book. The most helpful piece for me came on page 118 under the subchapter called 'State your identity.' "Before you can work at being true to self, you must know the self to which you must be true." Then it lists what to think about: who you are at your core, what you offer others, how you came to be who you are, why you are in business, and how this identity is manifested.

Teresa says

possibly one of the worst marketing books i've ever read.
a load of hackneyed crock.
impressive plagiarism, this book is in its own words, "fake-real."

Ben says

There are some interesting nuggets in here (the fake/real matrix) but I'm so glad I didn't pay for this book. It reads like a short paper expanded out into a book with anecdotes and company examples. At least it provided some food for thought.

Samson Blackwell says

The authors discuss authenticity in only a very superficial sense, and they never reconcile the paradox of consciously manufacturing or creating "authenticity." Perhaps they are unaware of the paradox; perhaps they ignore it because it does not suit the stated ends of their book, which is to project a sense of "authenticity" to the consumer in order to sell more widgets.

Nick Tillman says

I'm still working through this book (other things keep popping up) but definitely a book full of insights. I'm through chapter 3 and it has already spawned hours of brainstorming on the topic.

A great book that is sure to get better.

YHC says

Enjoyed a lot for the first half part of the book to know what is real-real, real-fake, fake-real, fake-fake with the examples. The second part led to the management of companies, strategies which are bit too dry /professional to read.

Rob says

I am into the middle portion of this title and its words ring true so far. As consumers, not only do we want "real" products, but we want "real" experiences. Very interesting to see how companies try to bring this to the market.

Scott Korljan says

When I decided to read a book on business, I didn't expect it to be as challenging as *Authenticity* was. Gilmore and Pine are obviously exceptionally gifted academically (and having had Gilmore as an instructor, I can testify to that fact), and have written a book PACKED with insights on doing business successfully. The downside is that the book is quite dense, and demands a lot of attention to get anything out of it. However, if you're up for the challenge it is well worth it. Much in here that has relevance to ministry in the local church as well, I might add.

Jennifer says

it ws a difficult read for me. it had some good points about the way products are represented, but it failed to hold my interest for application of these points.

Emalick Malick says

Although it's a book about business and marketing, this book easily translate into the interests of this current generation of adolescents about gravitating towards the realism in life. They can sense hype and reject it in a heartbeat. They demand proof for things and participate in things that they can relate to their daily lives. I have used the items in this book and have applied it to my teaching with awesome results.

Ruth says

To be honest, I prefer Beverland's 7 Habits of Authentic Brands. But hey, what does it matter? I've FINISHED my Master's dissertation...

Nick says

Apparently Gilmore and Pine were the first to write about the 'experience economy'; they may not have invented the idea, but they certainly had the bestseller about it. That was powerful and groundbreaking. Authenticity is not. The main point, that you have to be authentic in some way to appeal to consumers today, is incontrovertible. But the authors' approach to the subject is overly complicated and pretentious. There are too many suspect diagrams that mean nothing upon closer inspection. And really, what does it mean to be 'authentically fake'?

Nenad says

Authenticity will be the buzzword of the twenty-first century. And what is authentic? **Anything that is not devised and structured to make a profit. Anything that is not controlled by corporations. Anything that exist for its own sake, that assumes its own shape.** The modern world is the corporate equivalent of formal garden, where everything is planted and arranged for effect. Where nothing is untouched, where nothing is authentic.

-- Robert Doniger, in Michael Crichton's Timeline

Ovu knjigu sam ponovo iš?itavao u poslednjih 15 dana i shvatio sam da je sada još ta?nije ono što piše u njoj. Svet se umorio od jednoli?nih i dosadnih ljudskih artifikata i za promenu želi pravu autenti?nost.
