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Chris Anderson and the Long Tail 8/7/2006

The Long Tail Theory *The Long Tail Theory For*

The long tail of distribution represents a period in time when sales for less common products can return a profit due to reduced marketing and distribution costs. Overall, long tail occurs when...

Long Tail Definition

While the long tail looks like a strategy opposing the usual belief of high demand leads to more profits, it actually works on the same line. The long tail strategy believes in bundling up the demand for niche products and increasing the profits by capitalizing on it.

What Is Long Tail In Marketing? | Long Tail Theory ...

The long tail theory, first postulated in 2004 by writer Chris Anderson, is based on the notion that as retailers use the internet to offer a greater number of products at less cost, they will no longer have to rely on big hits to prop up their sales. In other words, the demand curve moves away from the head and flattens toward the tail.

The Long Tail Theory, Debunked: We Stick With What We Know

The long tail theory predicates that the Internet has spawned an unlimited number of retail sites that are quickly, easily and cheaply accessible to consumers. Likewise, on the supply side, the Internet provides a parallel level of accessibility to an unlimited array of vendors and their products/services.

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The Long Tail Theory The Robin Report

The long tail is the name for a long-known feature of some statistical distributions (such as Zipf, power laws, Pareto distributions and general Lévy distributions). In "long-tailed" distributions a high-frequency or high-amplitude population is followed by a low-frequency or low-amplitude population which gradually "tails off" asymptotically. The events at the far end of the tail have a very ...

Long tail - Wikipedia

The Long Tail Effect theory in practise explained. The long tail is a statistical pattern of distribution that occurs when a larger share of occurrences occur farther away from the centre or head of distribution. This means that a long tail distribution includes many values that are far away from the mean value.

The Long Tail Effect Theory in Practise Explained

The Long Tail theory suggests that, as the Internet makes distribution easier — and uses state-of-the-art recommendation systems that allows consumers to become aware of more obscure products — demand will shift from the most popular products at the “head” of a demand curve — as charted on an xy axis — to the aggregate power of a long “tail” made up of demand for many different niche products.

Rethinking the Long Tail Theory: How to Define 'Hits' and ...

Netflix’s strategy is based on the rules of the so-called “Long tail” theory, which argues that products with lower market demand or low sales volume may constitute a market share that rival or...

How Netflix is making use of the “Long tail” theory to ...

Rather than bulking up, the tail is becoming much longer and flatter. Even more annoying for the long tail theory, Anita Elberse shows that the hit products are even more concentrated than they...

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The Long Tail: When A Famous Theory Got (Almost) All Wrong ...

It's called the "long tail" because if you look at demand on a chart, there is high demand for a small number of hits or blockbusters, but the demand for niche offerings tails off in a long flat curve — hence the term "long tail."

Is it Time to Chuck the Long Tail Theory? - Small Business ...

Not according to "long tail" theory. Wired magazine editor-in-chief Chris Anderson has made a study of the geometry of the curve and argues something surprising: Because the tail goes on...

The Long Tail Theory of B- and C-List Blogs -- New York ...

- Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization
- Identify the products in your portfolio that make up the 'head' and 'tail' sections of the long tail theory and use these findings to form your strategy

Amazon.com: The Long Tail Theory for Business: Find your ...

The long tail search is a phrase coined by Wired editor Chris Anderson in an article published by Wired in October 2004, which later became a book published by Hyperion in July 2006.. In his discussion Chris Anderson says The Long Tail is the theory "that our culture and economy is increasingly shifting away from a focus on a relatively small number of 'hits' (mainstream products and ...

What is the Long Tail Search? | Webopedia

Long Tail business can treat consumers as individuals, offering mass customization as an alternative to mass-market fare. The advantages are spread widely.

The Long Tail | WIRED

In some ways The Long Tail has become a meme for the cultural

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“theory of everything” human. While the book is brilliant on many levels, some themes are repeated beyond their capacity to provide new enlightenment or insight.

The Long Tail: Why the Future of Business is Selling Less ...

The long tail in probability theory statistics Edit The long tail (yellow) The long tail is the colloquial name for a long-known feature of statistical distributions, Power laws, Pareto distributions and/or Lévy skew alpha-stable distributions. The feature is also known as heavy tails, power-law tails or Pareto tails.

The Long Tail | What's new, new media? | Fandom

About the long tail theory The long tail theory was first applied to the domain of business by the writer and entrepreneur Chris Anderson in 2004, based on an analysis of popular e-commerce sites, including Amazon, eBay and Netflix.

The Long Tail Theory for Business » 50Minutes.com ...

Simply put, long-tail search is all about optimizing for the most motivated consumers, who define their intention with longer search terms (usually 4 or more words). Long-tail keywords are more targeted search phrases. Which products perform best online in terms of organic search?

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