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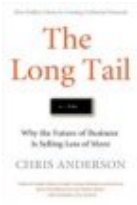
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 Find Gifts Web Search**Best Books of 2006****Top 10 Editors' Picks: Business**

Topping our list of the best business books of 2006, *The Long Tail* started as a short magazine article. When *Wired* editor Chris Anderson originally published his December 2004 piece arguing that technology had fundamentally changed profitability equations by lowering distribution costs and increasing viability of virtually unlimited product choices, he didn't realize the seismic shift he'd trigger. Companies' views of and approaches to market segmentation have flipped dramatically. Anderson's concept of many mini-niche markets making up larger mainstream ones points to the importance of the "tail" in statistical distributions--and the increasing length of those tails in industries as diverse as media, clothing, and food. This book springs from a much deeper follow-up look that Anderson took while on sabbatical from his journalism job, and contains many helpful insights for businesses looking to spot the proverbial diamonds in the rough. See more editors' picks and customers' favorites in our [Best of 2006 Store](#).

1.



[The Long Tail: Why the Future of Business Is Selling Less of More](#)  
[Chris Anderson](#)

[Avg. Customer Review:](#)

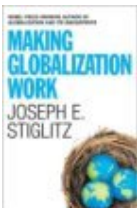
**In Stock**  
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**July 11, 2006**  
**Hardcover**

**List Price:** \$24.95  
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*Wired* editor Anderson declares the death of "common culture"—and insists that it's for the best. Why don't we all watch the same TV shows, like we used to? Because not long ago, "we had fewer alternatives to compete for our screen attention," he writes. Smash hits have existed largely ... [Read more](#)

2.



[Making Globalization Work](#)  
[Joseph E. Stiglitz](#)

[Avg. Customer Review:](#)

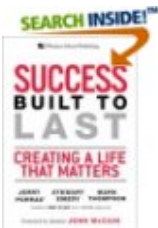
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[Click here for more information](#)**From Booklist**

Stiglitz's seminal *Globalization and Its Discontents* (2002) argued that globalization has not benefited as many people as it could, a failure attributable to structural flaws in international financial institutions as well as limited information and imperfect competition. With this selection, the Nobel Prize-winning economist suggests a host of solutions ... [Read more](#)

3.



[Success Built to Last: Creating a Life that Matters](#)  
[Jerry Porras](#)

[Avg. Customer Review:](#)

**In Stock**  
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**September 12, 2006**  
**Hardcover**

**List Price:** \$22.99  
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**You Save:** \$7.36 (32%)

[Click here for more information](#)**Amazon.com**

A Note from Sir Richard Branson Richard Branson is best known for his successful Virgin brand, encompassing everything from a record label, a chain of music retail stores, Virgin Atlantic Airlines, and more. In September, 2006, Branson agreed to donate \$3 billion to fight global warming. ... [Read more](#)