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Journal of Consumer Marketing; Volume 25, Issue 4; What Consumers Really Want: What Consumers Really Want: Authenticity James H. Gilmore and 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.

## **Pdma - product development and management**

Book Review: Authenticity: What Consumers Really Want . By: James H. Gilmore and B. Joseph Pine II, Boston : Harvard Business School Publishing , 2007 . 300+iii pages.

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Authenticity in culture, Self, and Society Authenticity: What Consumers Really Want. Boston: harvard Business School Press. Goffman, erving. 1959.

### **Jim gilmore - authenticity: what consumers really**

Jim Gilmore is the expert when it comes to authenticity. Consumers are making decisions based on your authenticity and the authenticity of your products and services.

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