

## **The Long Tail Why The Future Of Business Is Selling Less Of More By Chris Anderson**

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"Über den Autor und weitere Mitwirkende Chris Anderson is Editor-in-Chief of Wired magazine, a position he s held since 2001. In 2002 and 2004, he led the magazine to a 2002 National Magazine Awards nomination for General Excellence. He has worked at The Economist, where he served as U.S. Business Editor. His career began at the two premier science journals, Science and Nature, where he served in several editorial capacities. He holds a Bachelor of Science degree in Physics from George Washington University and studied Quantum Mechanics and Science Journalism at the University of California at Berkeley."

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