

# **AUTHENTICITY**

## **WHAT CONSUMERS REALLY WANT**

### **JAMES GILMORE and B. JOSEPH PINE II**

**JAMES GILMORE** is a cofounder together with Joe Pine of Strategic Horizons LLP, a thinking studio which helps companies conceive and design new ways of adding value to their economic offerings. Mr. Gilmore, a graduate of the Wharton School of the University of Pennsylvania, previously worked for Procter & Gamble and as head of CSC Consulting's Process Innovation practice. As coauthors, James Gilmore and Joe Pine have written and published two other books: *Markets Of One* and *The Experience Economy*, as well as a number of articles in the *Harvard Business Review*, *The Wall Street Journal* and *Investor's Business Daily*.

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The Web site for this book is at [www.authenticitybook.com](http://www.authenticitybook.com).

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**MAIN IDEA**

Do your customers view you as “authentic” or “fake”?

As the commercial world becomes more and more experience-driven, that question is going to move to center stage and assume increasing importance. In fact, the central paradox of today’s Experience Economy is the more artificial and contrived the world seems, the more we all tend to demand what we perceive to be real and shy away from what we consider to be fake. As consumers, we all want to purchase products, services and experiences which we find memorable, authentic and engaging.

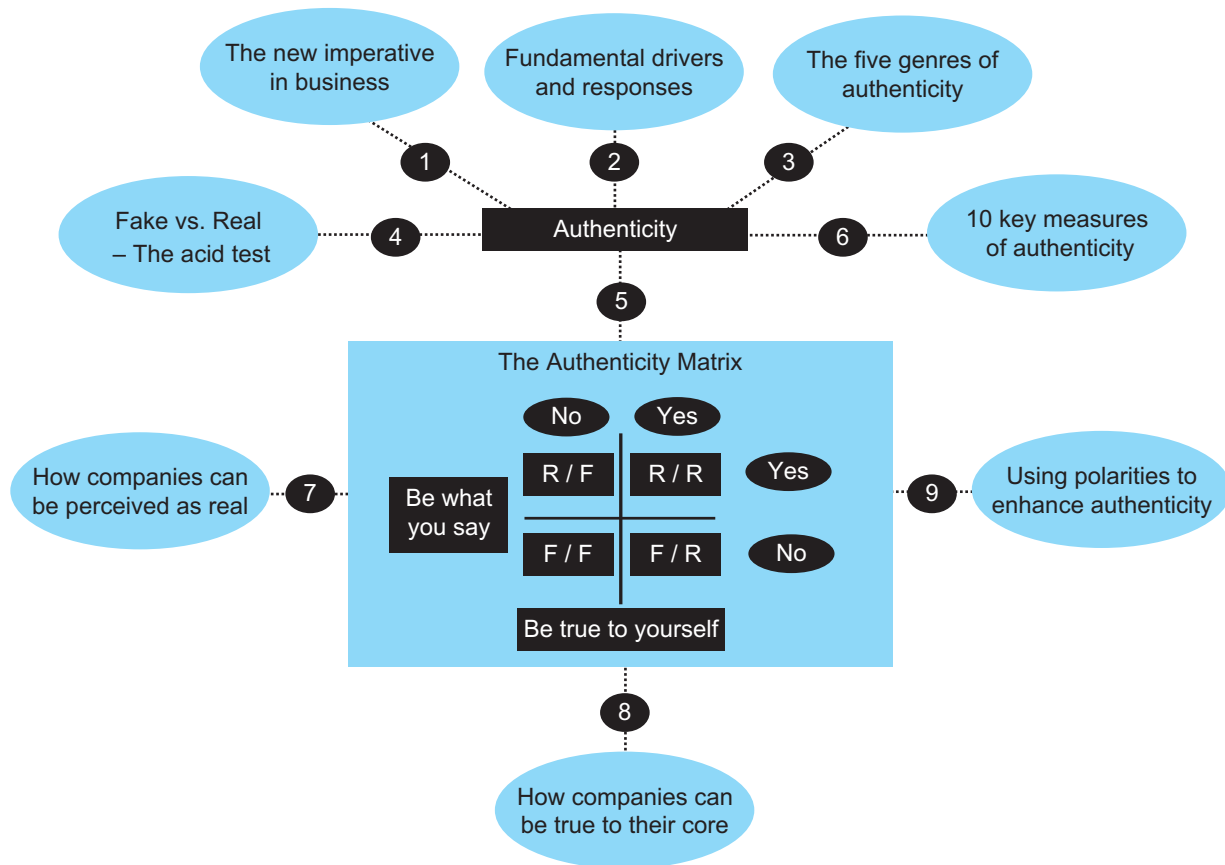
To be successful in the future as the Experience Economy reaches full bloom, satisfy your customer’s demands for authenticity and you’ll also capture their hearts, minds and wallets.

*“Authenticity will increasingly become the lens through which consumers view companies.”*

– Joe Pine

*“Goods and services are no longer enough: what consumers want today are experiences – memorable events that engage them in an inherently personal way. As paid-for experiences proliferate, people now decide where and when to spend their money and their time – the currency of experiences – as much if not more than they deliberate on what and how to buy (the purview of goods and services). But in a world increasingly filled with deliberately and sensationally staged experiences – an increasingly unreal world – consumers choose to buy or not buy based on how real they perceive an offering to be. Business today, therefore, is all about being real. Original. Genuine. Sincere. Authentic.”*

– Jim Gilmore and Joe Pine



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