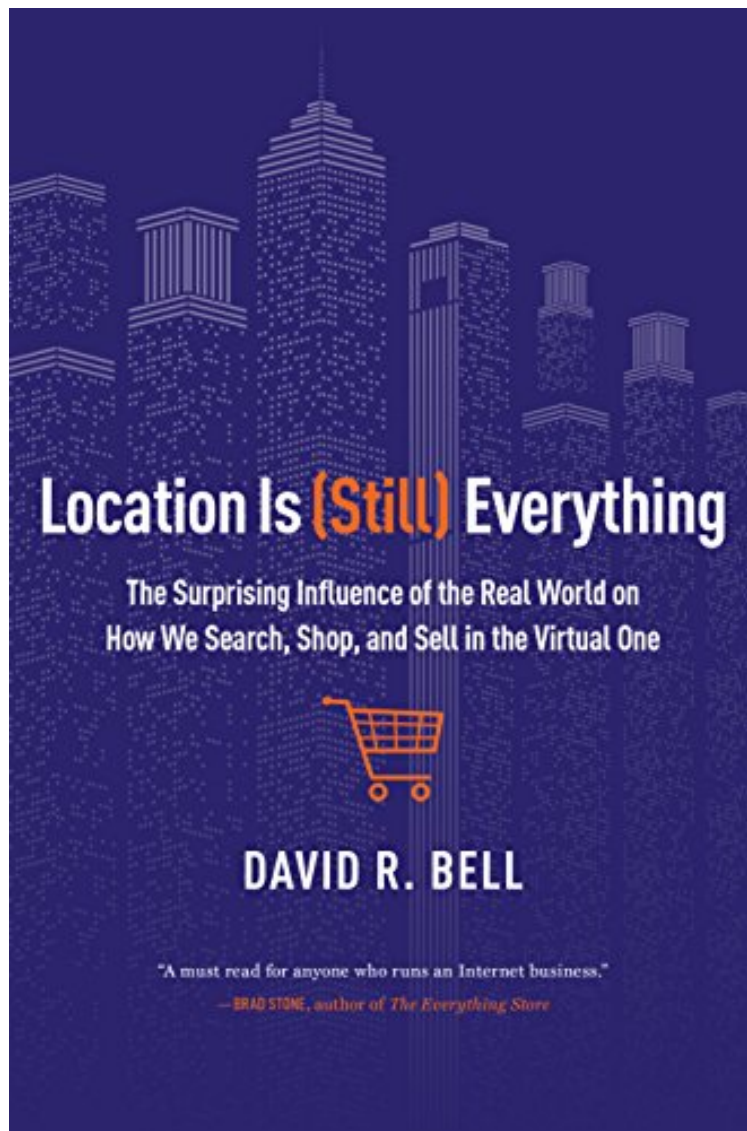


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Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One

David R. Bell

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David R. Bell : Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One before purchasing it in order to gage whether or not it would be worth my time, and all praised Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One:

0 of 0 people found the following review helpful. A must read!!!By Diana S. ZimmermanThis book is a must read for

everyone in business, whether you sell on-line or not. Not only is it chocked full of expert advice and insights, it's so much fun to read. David Bell's writing style is as captivating as it is educational. I wasn't sure what to expect, but came away a total fan--and learned a great deal in the process. As the overview says: "His unique GRAVITY framework is a powerful and practical tool that uses fundamental human behaviors and location-based conditions to explain how the real and virtual worlds intersect and what Internet sellers must do in order to succeed." I would add to that, what anyone in business must do to succeed. 3 of 3 people found the following review helpful. Want to get ahead on the Internet? Then this excellent book is a must-read! By David Muir This book provides truly novel insights that demonstrate how who we are as offline consumers (and, importantly, where we are located) affect who we are as online consumers, eloquently encapsulated in the GRAVITY framework, a set of strategies that provide the foundations for one to actively and effectively engage in the digital marketplace. As an educator I will adopt this book as a textbook for my digital marketing class, but the book is equally and especially pertinent to industry practitioners who are looking for clear advice on how to propel their marketing strategies and prosper in the digital world. (The short answer? Location!) Dr. Bell is a master storyteller, doing an extraordinary job distilling rather complex ideas from a host of academic studies into tangible nuggets through the easy-to-remember GRAVITY acronym. I highly recommend the book to educators, industry practitioners, disruptive innovators, and anyone else with an interest in understanding how to leverage the interplay of the offline and online spheres in this rapidly-evolving world. 10 of 11 people found the following review helpful. Great read for the curious business mind or the aspiring entrepreneur By Steven Hong I read a ton of business, economic, and psychology books. I'm a huge fan of Malcolm Gladwell, Clayton Christensen, and authors of that genre. I loved this book. In these days of e-commerce, we often discard location as ball and chain that we've been released from. But what this book reveals is how our physical location is still such a strong force in determining how we behave. I don't want to spoil this book for anyone, but David introduces this idea of homophily as part of his framework, GRAVITY, and brilliantly reveals how and why birds of a feather really do flock together. I actually work for a hyperlocal digital advertising technology company that runs ad campaigns based on where people live and their proximity to retail stores. This book has provided incredible insights that both explained the phenomenon that we've seen and predicted others we haven't. I highly recommend this book for anyone that is either working in digital or starting up a tech venture. This will no doubt inform any strategy that you are considering that involves geographic expansion.

Conventional wisdom holds that the Internet makes the world flat and reduces friction by erasing the impact of the physical world on our buying habits. But Wharton professor and marketing expert David R. Bell argues that the way we use the Internet is still largely shaped by the physical world we inhabit. Anyone can go online and buy a pair of jeans--but the likelihood that we will do so depends to a significant degree on where we live. The presence of stores nearby, trendy and friendly neighbors, and local sales taxes, among other factors, play a critical role in our decision making when it comes to buying online. Our willingness to search for and consume information also depends on where we live and whom we live next to. In *Location Is (Still) Everything*, Bell offers a fascinating, in-depth look at online commerce and retailing through his years of research, investing, and advising experience. His unique GRAVITY framework is a powerful and practical tool that uses fundamental human behaviors and location-based conditions to explain how the real and virtual worlds intersect--and what Internet sellers must do in order to succeed. Entrepreneurs, managers, students, and investors will all benefit from understanding how and why we use the Internet to search, shop, and sell.

"A powerful rejoinder to anyone who predicted the irrelevancy of the three most important factors in retail: location, location and location. It's a must read for anyone who runs an Internet business." --BRAD STONE, author of *The Everything Store: Jeff Bezos and the Age of Amazon*; "David Bell has written a playbook about how to win the internet. By illuminating the connections between our physical and virtual lives, he's paved the way for smarter shopping, selling, sharing and living." --NEIL BLUMENTHAL and DAVE GILBOA, co-CEOs and co-founders of Warby Parker; "Thoroughly researched and elegantly written, this book offers a provocative insight--our online behavior depends a lot on where we live and this relationship is quite stable and predictable. Anyone interested in understanding online behavior of consumers would benefit tremendously from reading this book." --SUNIL GUPTA, the Edward W. Carter Professor of Business Administration at Harvard Business School; "The Internet has had a powerful impact on business. But the real world and the virtual one are more connected than you might think. *Location Is (Still) Everything* shows you what's new, what's the same, and what you should be doing about it." --JONAH BERGER, author of *Contagious: Why Things Catch On*; "Wharton professor David Bell reveals how location still matters in surprising ways, even in the supposedly 'flat' world of e-commerce." --INC.com; "Wharton marketing professor David Bell trots out a laundry list of convincing evidence that today, despite all the world-is-flat hype, where we live still dictates our buying patterns. It's a welcome addition to a conversation that seems to ignore the fact that even in today's hyper-connected age, only a projected 9% of retail transactions will happen online by the end of 2014, according to

Forrester Research—and even those purchases are shaped by the physical world around them.”
—Fortune.com
The bursting of the Internet bubble in 2000 has often been blamed on what then Fed chairman Alan Greenspan described as 'irrational exuberance,' but that's only one part of the story. In [Location is (Still) Everything], David R. Bell, the Xinmei Zhang and Yongge Dai Professor at the Wharton School of the University of Pennsylvania, suggests other reasons for the bust, reasons that should concern anyone with an interest in online commerce. The book doesn't address the bubble directly, but it does deflate the idea that underpinned much of the exuberance in the second half of 1990s—that the Internet is always a flat, friction-less marketplace.”
—Strategy + Business
About the Author
David R. Bell is the Xinmei Zhang and Yongge Dai Professor at the Wharton School of the University of Pennsylvania, where he studies how we use the Internet and related technologies to search, shop, and sell. David developed Wharton's first course on digital marketing and e-commerce, and he is an active angel investor in, and adviser to, a variety of successful Internet startups. David is a New Zealand citizen and received his PhD from Stanford University's Graduate School of Business. He divides his time between Philadelphia and San Francisco, and searches and shops online from both places.