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Here is an updated version of the \$domain website which many of our East European book trade customers have been using for some time now, more or less regularly. We have just introduced certain upgrades and changes which should be interesting for you. Please remember that our website does not replace publisher websites, there would be no point in duplicating the information. Our idea is to present you with tools that might be useful in your work with individual, institutional and corporate customers. Many of the

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features have been introduced at specific requests from some of you. Others are still at preparatory stage and will be implemented soon.

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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.

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That's one of many interesting takeaways from *Location Is (Still) Everything*, the forthcoming book (due out July 15) by Wharton professor David Bell. "We don't have to throw away demographics, just...

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Quotes by David R. Bell. "Even in the virtual world, it's still all about "location, location, location.". Furthermore, virtual-world sellers of products and content have very predictable demand patterns—once you understand where the target customers are.". — 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.

## **David R. Bell (Author of Location Is (Still) Everything)**

Location Is (Still) Everything: Why The Real World Matters for E-Commerce  
David R Bell ([www.davidrbell.com](http://www.davidrbell.com)) YALE Customer Insights Conference New Haven May 9th 2015 . 18,000 orders per day 1.2m sq ft \$545m Amazon acquisition . ROPO . Warby Parker . 1,000,000 \$100m+ No. 1

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### **Location Is (Still) Everything Quotes by David R. Bell**

Location - it's top of mind for data-driven marketers in 2016. Professor David Bell, author of "Location is (Still)

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Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One," kicked off the AdExchanger Industry Preview conference this year with his insights on the subject.

**Interview with author & professor David Bell on why ...**

Location, as it turns out, is (still) everything. First Things First—"Physical Location Before the Virtual One In the story of the chicken and the egg, it's hard to tell which came 8rst. Not so with the physical and virtual worlds.

**HARNESS THE POWER OF DIGITAL MARKETING**

Location Is Still Everything: The Surprising Influence Of The Real World On How We Search, Shop, And Sell In The Virtual One by Bell, David R.  
"Conventional wisdom holds that the Internet makes the world flat and reduces friction, erasing the impact of the physical world on our buying habits.



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## **Location Is Still Everything - Bell, David R ...**

Best product Location Is (Still)

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

Binding: Hardcover Author: DavidR.Bell  
Publisher: NewHarvest

### **Review Location Is (Still)**

#### **Everything: The Surprising ...**

Location Is (Still) Everything is for  
anyone who wants to understand the  
patterns underlying how and why we use  
the Internet to shop, sell, and search,  
including entrepreneurs, students, and  
investors.

### **Location is (still) everything (Audiobook on CD, 2014 ...**

Why location is (still) everything. By  
Roxana Dronca. Science Translational

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In 1968, Congress passed the Fair Housing Act, which made it illegal to discriminate in housing. Gene Demby of NPR's Code Switch explains why neighborhoods are still so segregated today.

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