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we'll find out what's real and whether Authenticity really is what consumers want. Skip to main content.
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Authenticity -- what voters (and consumers)

Corporations and presidential campaigns both have a tough sell where authenticity is concerned, but striking a resonant chord with consumers brings sales and votes.

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James H. Gilmore literally wrote the book that spawned Renowned Expert on Consumer Engagement and Authenticity: What Consumers Really Want. Travels From

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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.

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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.

Chapter 1- authenticity in culture self and

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

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Pdma - product development and management

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