

How Endless Choice Is Creating Unlimited Demand

The Long Tail



Why the Future of Business
Is Selling Less of More

CHRIS ANDERSON

"Anderson's insight influences thought in a way that is combined with
HOW THIS WILL SHOCK AND TRANSFORM YOU"
—THE ECONOMIST MAGAZINE

You are cordially invited to an exclusive reception on:

Thursday November 9, 2006

6:00 p.m. to 8:00 p.m.

Chris Anderson is the Editor in Chief of Wired Magazine.

He will be signing copies of his new book

“The Long Tail.”

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Thank You, Saeed Amidi