



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

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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.

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Date : Published July 15th 2014 by New Harvest (first published May 6th 2014)

ISBN : 9780544262270

Author : David R. Bell

Format : Hardcover 240 pages

Genre : Business, Nonfiction, Science, Technology

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From Reader Review Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One for online ebook

Mary Whisner says

The author is a marketing professor and his primary audience is business people who want to succeed in the market, but this is also interesting for someone who uses the Web for shopping, recreation, and research—like a lot of us.

Andrea K. Iskandar says

I'm sorry to say, this book is extremely tedious with so many pages spent repeatedly on what will be discussed. In Introduction alone, the chapter by chapter outline is written twice - first in a short version, followed with a longer one.

The progression of ideas feel extremely slow. Several pages into Chapter 1, I felt that some ideas that have been repeated so many times are again repeated and explained - with more anticipation of what will be discussed.

The Kindle formatting makes it somehow worse, with end notes jumbled together within the body of the text.

Jennifer says

this is a very informative book on how the real world is influence the search,sell and shop in the virtual one. i feel that this book would be suitable for the high schools and college age adults and shows them how life and the internet comes together with everyday living.i thank the author and goodreads first reads for this opportunity to win this copy.

Camille Fabre says

First (fun) fact: David Bell, the writer, is a pure blood Kiwi; he succeeds from the first pages of his book to mix references from the All Blacks, Lorde, and Invercargill, his home town. If you dream about the Southern hemisphere, buy the book. Yes, even if you do not care about e-commerce and/or Internet and/or academic research. New Zealand inhabitants are so few that Location is (still) everything is a rare way to enjoy Kiwi humor and culture.

Second (serious) fact: if you are interested by e-commerce, Internet, academic research, then familiarize yourself with GRAVITY. This is the key concept which organizes David's book

G... Geography - Where we live determine to a great extent our preferences and the way we use Internet
R...Resistance - Internet is used to remove search frictions (in big cities) or geographic frictions (smaller locations)

A...Adjacency - We are similar to our neighbors which induces geographic contagion

V...Vicinity - initial sales arise from proximity, later sales from similarity
I...Isolation - local sellers cater to the majority so the preference minority buys online
T...Topography - tax rates, delivery time, shopping environment is different in each place
Y... You - if you want to become rich then follow Warby Parker's example
David's main theory is to show that the way you shop online depends actually a lot of where you currently live (the "real" world).

Third (fun) fact: if you are the kind of person who likes Trivial Pursuit or brainteasers, this book is a gold mine. Location is (still) everything will allow you to know why most American consumers of pornography get it from Canada and not from England; what is a TapouXT routine; where to shop for Vegemite (an awful paste adored by the UK and its ex-colonial Empire); and the very useful sheep-to-person ratio in Invercargill

Location is (still) everything makes for a fun and an instructive read, a combination that is rarely achieved in business oriented literature.

Paul Mirek says

A surface-level but stimulating introduction to "real" world/virtual world interaction. There are some key points here for start-ups and entrepreneurs looking to maximize both initial and long-term customer value.

Charissa Wilkinson says

I received this book as part of the Goodreads First Reads program for a fair review.

This book has a lot of interesting information concerning why, and where successful online retailers gained the majority of their customers. The examples were more vast than I thought they would be, considering Amazon is behind the publishing.

If you don't have a background - any at all - in economics, you will have a hard time understanding this book. Several places went over my head.

It'll be a good reference book as well as a learning experience for those heading for the economist and accounting professions. Keep this in mind if you want to be an entrepreneur.

Andrea says

David provides a useful framework for what internet businesses need to know about consumer behaviour. But demonstrating that physical location is still a driver of behaviour even in the virtual realms is just the tip of the iceberg. The book stops short of drawing the bigger picture implications that consumer behaviour has a profound impact on: exacerbating the digital divide, the use of search algorithms to reinforce possibly harmful consumer preferences creating a sort of "groupthink" in purchasing terms, the continual disruption of large multinational corporations due to smart and savvy startups who are leveraging the physical location principles online, the adaptability of these insights on other cultures.

In short, the book serves as a simple reminder that as long as physical locations dictate online consumer

behaviour, the globalizing effect of the internet will be limited.

Romael says

O mundo real afeta muito forte nosso comportamento virtual.

Nossas preferencias em relação a produtos indiferenciados são influenciados pelas circunstancias físicas do lugar onde moramos(tipo de cerveja, de café e etc)

Homofilia - agrupamento por características culturais e étnicas.

" passaros de mesma plumagem voam juntos"

- vantagem do primeiro proponente: as marcas que entram primeiro tem oportunidade de moldar a preferência do consumidor e promover relacionamentos. Isto tem forte viés geográfico.

- geografia : onde vivemos influência como utilizamos a web pois a força das opções físicas impacta a maneira como usamos e nossas preferências são influenciada por nossa localização.

Em cidades menores a web serve como substituto p/ lojas físicas e nas grandes cidades serve como complemento de informação .

- conceito de capital social local: interação e troca entre vizinhos possibilita boca boca e recomendações para produtos, a info circula mais rápido.

- conceito de atração gravitacional (a proximidade atrai) do varejo ou TLC - teoria do lugar central de william reilly.

- tudo que fazemos na web complementa ou substitui o que fazemos no mundo real.

Atritos do mundo real - dificuldade de busca(encontrar info) - a tirania da localização(atributo geográfico) nas pequenas cidades a oferta é limitada e falta disponibilidade para necessidades muito especificas.

A web soluciona os 2 atritos pois oferece sortimento anywere e da busca provendo filtros.

- Compra online e retira loja - só aumenta a venda fisica pois as pessoas pesquisam preço e disponibilidade on mais querem tocar. Virou pesquisa on e compra off.

- contágio social como, quem, onde e pq - a web reduz o atrito da resistência.

- proximidade é primeiro geográfica e em seguida demográfica(caract em comum) está deve ser a estratégia de expansão na web. A proximidade fisica estimula o efeito boca a boca e depois imitação, isto esgotado tem que partir pra os lugares com semelhança demográfica (cauda longa espacial).

- no smartphone os atritos de busca e geografia aumentam em relação ao desktop em função de tamanho de tela e predisposição da distância a percorrer.

- em locais onde o capita social é elevado aumentam as possibilidades de venda on line.

G- geografia - o fisico influencia o digital

R- resistência - eliminar os atritos de busca e geografia.

A- adjacência - somos iguais a nossos vizinhos e isto gera contágio.

V- vizinhança - começa na proximidade e depois expande para a similaridade

I - isolamento - n existe acesso a compra no off

T - topografia - barreiras de impostos e prazos de entrega

Y - you - voce.

Stephen Kreeger says

Chocked with insights about relationship b/n online and offline behaviors

A very useful work for ecommerce entrepreneurs. The relationship between physical location of customers and online offers is explored. A list of lessons learned is presented. Only criticism is that this 3-star book

strikes one as a 5-star journal article that ran on too long. Information presented could have been artfully served up with 60% of the pages.

Karen says

A must for every one who has an online business. This book is very informative.

Veronica says

David provided a great framework on Ecommerce. Anyone interested in startups should consider reading this book. A leverage of real-world customers' geographic location can quickly help you building your customers base.

Ning, Rui says

Real world vs. Virtual world

A must-read book for marketers, especially those who use digital tools supporting their business. I am an MBA/Marketing student and so lucky to get introduced to this book by the author, David Bell's recent graduated PhD student - my current digital marketing professor. We actually use this book to introduce digital marketing foundations in our class. Though I've watched Wharton's marketing course on Coursera taught by Bell and other two professors, I strongly prefer reading this book. It gives more insights and explorations of digital marketing concepts than the video course. This book did a good job explaining how the virtual world interacts with the physical world. It completely changed my understanding and respects towards the real world. Thank you, professor Bell for such a wonderful job!
