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reviews. Whether it's sleek leather pants, a shiny new Apple computer, or a designer toaster, we make important decisions as consumers every day based on our sensory experience.

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Virginia Postrel's *The
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a book I've been
meaning to read for a
long time. Postrel has

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a rare combination of talents: her writing is fluid, vivid, and memorable, her writing is informed by careful economic reasoning, and despite her expertise she doesn't assume that her aesthetic and cultural choices are self-evidently better than anyone else's.

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creation, pointing to action rather than talk and tangible benefits before beauty. It is associated with a management style that emphasizes solid delivery, and a sales approach that majors on value-creating features rather than aesthetics.

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and options available to customers there are a lot of roadblocks being put up.

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new Apple computer,
or a designer toaster,
we make important
decisions as
consumers every day
based on our sensory
experience. Sensory
appeals are
everywhere, and they
are intensifying,
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disapproval, we may as quietly manage those who dispense it -- and feel secure that we're operating from a position of strength.

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