

The Long Tail A team at Wharton did some Long Tail analysis on the Netflix ratings data the company released for its Netflix Prize Although I don't agree with many of the conclusions in their paper like some other academics, they got confused over definitions of head and tail and fell into the common trap of doing percentage analysis in an absolute numbers The Long Tail from SmarterComics Based on the The NY Times bestseller and Winner of the Gerald Loeb Award Best Business Book of the Year , The Long Tail from SmarterComics is the Graphic version of the most important business book since The Tipping Point. 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