



**THE WHARTON CLUB OF GREECE CORDIALLY INVITES YOU
TO A PUBLIC LECTURE ON**

**“Resonance Marketing In the Age of the Truly Informed Customer:
Creating Profits through Differentiation and Delight”**

by Dr. Eric K. Clemons

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The Wharton School,
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**on Tuesday June 23, 2009 at 7:00pm. at Athens Hilton Hotel (Thaleia 3)
46, Vassilissis Sofias Avenue**

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About the topic:

Online information and community content website postings change what customers know about products in the market and this profoundly alters customers' purchasing behaviors.

The result of this change in customer information endowment changes the strategies available to producers and retailers of products and services.

Therefore, these firms can begin to focus on delivering high margin products to serve customers in numerous sweet spots, rather than more traditional strategies of serving the largest collection of customers with mass-market offerings targeting a few fat spots. As a result, entire new product categories are emerging in the US, such as super-premium ice creams, craft beers, and alternative snacks. Although these are never advertised they still sell effectively and are an increasingly important source of corporate profits.