

Is it getting harder for packaged brands to seem authentic

I recently started reading the book *Authenticity: What Consumers Really Want*, by Il Pine, James H. Gilmore, and B. Joseph. Although there are other books on the subject of authenticity and what it means to branding efforts, I have to say that this is certainly among the best on the topic.

By [David Bellm](#) 22 Dec 2008

The book makes a strong case that one of the most important challenges for brand managers and other marketing professionals today is in rendering authenticity in their products - being the "Real Deal" to their intended market.

Read the full article [here](#)

For more, visit: <https://www.bizcommunity.com>