



ARTS

DESIGN

Print

playlist  
J.J. Abrams picks what's WIRED THIS MONTH

Music

SCREEN

GAMES

motor

Chris Anderson is the Editor in Chief of Wired Magazine, and the insights of his offerings have made their way from editorial discussions to the book publishing trade. Chris Anderson's rendering of earlier financial and trade theorem made its way to the book, *The Long Tail*. The premise is that the new model for commerce is one of complex large and diminutive

access to consumer relationships – that mass channels are now highly detailed networks of customization and individuated selection. His art direction team at Wired magazine proposed the idea of using GIRVIN as the artwork creator for the cover treatment that would jar the industry.