

《Experience Economy Updated Edition(ISBN=9781422161975)》

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内容简介

In 1999, Joseph Pine and James Gilmore offered this idea to readers as a new way to think about connecting with customers and securing their loyalty. As a result, their book *The Experience Economy* is now a classic, embraced by readers and companies worldwide and read in more than a dozen languages.

And though the world has changed in many ways since then, the way to a customer's heart has not. In fact, the idea of staging experiences to leave a memorable--and lucrative--impression is now more relevant than ever. With an ongoing torrent of brands attacking consumers from all sides, how do you make yours stand out?

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作者简介

B. Joseph Pine II and James H. Gilmore are cofounders of Strategic Horizons LLP, an Ohio-based, thinking studio dedicated to helping enterprises conceive and design new ways of adding value to their economic offerings. They are coauthors of *Authenticity*. Pine, who also wrote *Mass Customization*, is a Senior Fellow with the Design Futures Council and the European Centre for the Experience Economy, which he cofounded. Gilmore is a Batten Fellow and Visiting Lecturer at the University of Virginia Darden School of Business.

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