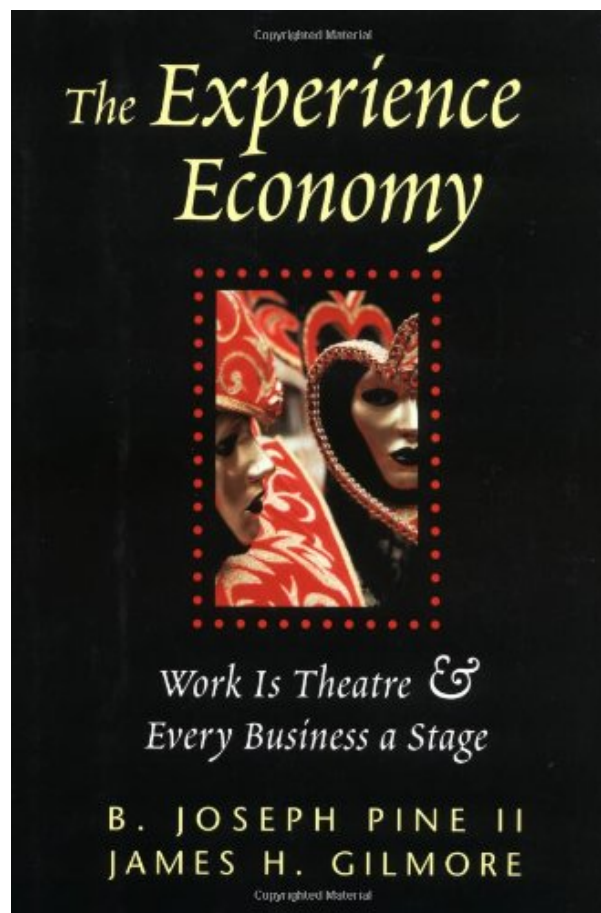


**THE EXPERIENCE ECONOMY: WORK IS
THEATER & EVERY BUSINESS A STAGE BY
B. JOSEPH PINE II, JAMES H. GILMORE**



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The Experience Economy



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Amazon.com Review

Sometime during the last 30 years, the service economy emerged as the dominant engine of economic activity. At first, critics who were uncomfortable with the intangible nature of services bemoaned the decline of the goods-based economy, which, thanks to many factors, had increasingly become commoditized. Successful companies, such as Nordstrom, Starbucks, Saturn, and IBM, discovered that the best way to differentiate one product from another--clothes, food, cars, computers--was to add service.

But, according to Joseph Pine and James Gilmore, the bar of economic offerings is being raised again. In **The Experience Economy**, the authors argue that the service economy is about to be superseded with something that critics will find even more ephemeral (and controversial) than services ever were: experiences. In part because of technology and the increasing expectations of consumers, services today are starting to look like commodities. The authors write that "Those businesses that relegate themselves to the diminishing world of goods and services will be rendered irrelevant. To avoid this fate, you must learn to stage a rich, compelling experience."

Many will find the idea of staging experiences as a requirement for business survival far-fetched. However, the authors make a compelling case, and consider successful companies that are already packaging their offerings as experiences, from Disney to AOL. Far-reaching and thought-provoking, **The Experience Economy** is for marketing professionals and anyone looking to gain a fresh perspective on what business landscape might look like in the years to come. Recommended. --Harry C. Edwards

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"A wise, deep, and enlightening book." -- Toronto Globe and Mail, May 5, 1999

"Pine and Gilmore do make an intriguing case. In particular, they implicitly challenge two ideas that have recently hardened into conventional wisdom: that giving away your product is the path to profit, and that casually clad tech-heads who inhale pizza and who write code until dawn represent the future of work." -- Fast Company, April 1999

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The patron saint here is Walt Disney: Coffee shops should focus on the coffee experience, the authors suggest, while restaurants need to realize that the music and the ambiance – eatertainment, as the authors label it – are as important as the food.

The book is well written and I liked its fanatical conviction. The authors cheerfully acknowledge that even the most sacred experiences can be turned into a fast buck for faster companies. (They point out that many Americans now seek advice not from their priests and religious leaders, but from paid "spiritual coaches.") I'd love to think this is an elaborate spoof on the absurdity of late-state capitalism, but I'm afraid Pine and Gilmore are absolutely serious when they conclude that "The Consumer Is the Product." God help us all.

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Future economic growth lies in the value of experiences and transformations--good and services are no longer enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the experiences that will transform the value of what they produce. From America Online to Walt Disney, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, say Pine and Gilmore, are no longer enough. Experiences and transformations are the basis for future economic growth, and The Experience Economy is the script from which managers can begin to direct their own transformations.

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- Original language: English
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- Binding: Hardcover
- 272 pages

Features

- Great product!

Amazon.com Review

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From the Publisher

Named One of the Top Ten Business Books of 1999 by Management General

Most helpful customer reviews

2 of 3 people found the following review helpful.

Secret behind business success

By Dwight Bain

A Harvard educated friend of mine told me about this book which created some interest, until I found out the most successful companies in the country were using this technique to rapidly expand their profitability. Then I couldn't wait to order it and find out for myself how these concepts applied to small business.

I wasn't disappointed and have recommended the book for years because even though it's a radical concept, it works. If you have ever wondered if price is the most important element in finding business success, this book will convince you otherwise. It's not about money- it's about the customers experience and when you know how to master this technique you will win customers for life along with word of mouth marketing that will be invaluable for your long term business success.

10 of 15 people found the following review helpful.

More Exciting Than it Sounds

By Simit Patel

With a title like "The Experience Economy" and a tagline that reads "Work is Theatre and Every Business a Stage," one would think this would be an exciting and daring book on innovative business strategies. Daring it most certainly is; the metaphor comparing work to theatre is adventurous and eye-opening. But it is also overdrawn, and is rooted too much in theory and not so much in practical example. A particular disappointment was that the book did not really address how online businesses can create experiences for their clients; it is geared primarily towards offline businesses.

2 of 9 people found the following review helpful.

Insightful Look at Business Today

By Melissa McCauley

This book definitely makes you stop and think about what today's consumer wants and expects. (In fact, it's easy, just ask yourself what you would want - what you're offering or what Walt Disney is offering). Businesses that don't make a lasting impression, offer an experience for the consumer will eventually go the way of the dinosaur.

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