

Field Guide for the Experience Economy

By B. Joseph Pine & James H. Gilmore

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From B. Joseph Pine II and James H. Gilmore, authors of *The Experience Economy*, comes the *Field Guide for the Experience Economy*.

A hands-on resource designed to provide real-world learning, the *Field Guide* contains key models and exercises for evaluating and extracting best principles from experiences throughout the Experience Economy including:

• 3S Model of Customer Relationships
• Assessing the "Sweet Spot" for Experiences
• Deciphering the Drama of Business Experiences
• G-way: Secondary Factors
• "Ing" the Thing
• Performing a Sensory Assessment
• Progression of Economic Value
• Real/Fake Matrix of Authenticity
• Taking Note of the Notable
• T-H-E-M-E Model

Geared for a wide variety of uses - from group learning and executive education, to university classes, employee training and even leading your own Learning Excursions - this pocket-sized reference packs powerful lessons in a compact package.

The *Field Guide* is an ideal tool to encourage learning and creative exploration among your co-workers, colleagues, clients, and throughout your entire organization.

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Editorial Review

About the Author
B. Joseph Pine II and James H. Gilmore are founders of Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings. They are authors of *The Experience Economy: Work Is Theatre & Every Business a Stage* (Harvard Business School Press, 1999). This best-selling book demonstrates how companies - across myriad industries - are finding their goods and services commoditized as customers increasingly desire experiences - memorable events that engage customers in an inherently personal way.

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