



Creating Experiences In The Experience Economy (Services, Economy and Innovation)

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"Creating Experiences in the Experience Economy" focuses on the creation of experience from a business perspective. In doing so, the book establishes a more solid foundation for making better and more complex analyses of experience creation, paving the way for the development of analytically based and innovative experiences in experience firms and institutions. The contributors emphasise that experience creation is not an easy task with a straightforward formula and examine how marketed experiences are constructed, developed and innovated. Presenting diverse and innovative perspectives, the contributors discuss and present models for how experiences are designed, produced and distributed. With its cross-disciplinary approach to experience creation, this fascinating study will appeal to researchers and academics of business administration, services, culture and tourism.

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