

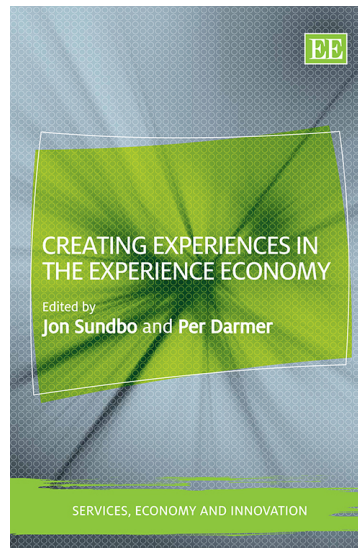


Creating Experiences in the Experience Economy

Services, Economy and Innovation series

Edited by Jon Sundbo, Professor of Innovation and Business Administration, Roskilde University, Denmark and Per Darmer, Associate Professor, Department of Organisation, Copenhagen Business School, Denmark

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.



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