

# The Experience Economy, Updated Edition

*B. Joseph Pine II, James H. Gilmore*  
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"One of the best business books of the twentieth century,  
now renewed for the challenges of the twenty-first."  
—Tom Kelley  
General Manager, IDEO



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**B. Joseph Pine II, James H. Gilmore : The Experience Economy, Updated Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Experience Economy, Updated Edition:

3 of 3 people found the following review helpful. but not as boring as a business marketing textbookBy WalshRecently read this although it has been out for some time. I found this making me think of Seth Godin's marketing writing as well. However, this is a more detailed and accurate book on creating something greater than a product. Unlike much of Godin's work, Pine can use more concrete examples and suggestions for the reader to translate theory into practice. The content probably something that might be a bit overwhelming for a person completely new to business or marketing, and slightly underwhelming for an individual with an MBA.The information

is relevant to anyone who creates a product and wants to understand ways of increasing that value. Somewhere between the animated writing of Seth Godin, but more realistic, but not as boring as a business marketing textbook. 1 of 1 people found the following review helpful. Articulates Experiences as distinct from Services, and work as an act of theatre

By Bradford Needham

The Experience Economy clearly articulates one seemingly-simple thesis: that Experiences are a new type of economic value, distinct from commodities, goods, and services. In a way, they expand the saying "You aren't in business if you aren't in Show Business" into a deep, detailed analysis of experience as literally (not metaphorically) an act of meaningful theatre. 1 of 1 people found the following review helpful. The power of experience unleashed!

By Judy Shapiro

Sometimes the stars are aligned and a book comes out that seems written especially for you. In this case, the updated version of The Experience Economy came out just as we are creating our venture focused on new a marketing system. This book helped frame not just our thinking but the very fabric of our approach. It helped clarify the business model we are trying to create only possible because of the thoughtful and detailed explanation of the strategic underpinning and the structure one needs to consider when executing a business according to The Experience Economy. Our venture is a grand experiment but with guidance from this book we have taken a giant leap in creating this new type of business model. I hope we are a worthy case study of the power of The Experience Economy. Time will tell. Thank you. Judy Shapiro

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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? Welcome to the new Experience Economy. With this fully updated edition of the book, Pine and Gilmore make an even stronger case that experience is the missing link between a company and its potential audience. It offers new rich examples including the U.S. Army, Heineken Experience, Autostadt, Vinopolis, American Girl Place, and others to show fresh approaches to scripting and staging compelling experiences, while staying true to the very real economic conditions of the day.

updated and wonderfully relevant book. AdAge "One of the best business books of the twentieth century, now renewed for the challenges of the twenty-first. Pine and Gilmore provide businesses everywhere with a road map for reenergizing their customer experiences." - Tom Kelley, General Manager, IDEO